

Media Trends

B2B MARKETING - INDUSTRY
MEDIA BUYING TRENDS

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Overall Industry Trends

Recent Shifts in B2B Intent data ¹

Intent data is one of the fastest-growing data categories across the market, making it an essential tool for B2B sales and marketing teams looking to enhance lead generation, speed the sales cycle, and increase overall ROI.

Use intent data to personalize content experiences, enhance ABM programs, and personalize messaging.

As B2B marketers face a seemingly endless supply of vendors and solutions, many struggle to understand the intent data trend or its importance.

Intent data's importance in marketing strategies is expected to continue to increase as the industry moves toward a cookieless future.

Intent data can be a pipeline accelerator to reach some of the highest quality in-market buyers available and can identify those closest to buying.

There are different intent data types and each should be used uniquely to maximize effectiveness, including first party, second party via data-sharing partnerships, or third party via data conglomerates.

Marketers should collect and leverage intent based on where a buyer is in their journey.

Strong emphasis on personalization ²

B2B marketing can be difficult as more decision-makers are involved, and a certain level of professionalism needs to be maintained.

Having a unique brand voice is more important than ever. Brand personalization is a major B2B marketing trend for the year. It allows a company to stand out among competitors and have a distinctive brand positioning.

It is important to keep the target audience's voice in mind to get a better chance of capturing the audience's attention and to connect with them.

Critical to understanding the brand persona of the target market, when building a brand voice, make sure to know how they speak and what they look for in a B2B partner.

Develop consistency across channels.

Artificial intelligence (AI) has become increasingly important in improving marketing effectiveness in today's digital world ³

Understanding trends is a huge challenge for most companies. By using AI and machine learning to create real-time models, marketers have a better view of what may happen next.

AI can also help curate personalized customer experiences by using segmentation to increase brand awareness, change perception, improve web traffic, and grow sales.

AI can detect patterns in vast amounts of data, helping marketers make better sense of both the data and their potential customers.

AI gives marketers greater ability to discern preferences. An important step is to connect your marketing to the consumer and individual by getting consent from consumers to use data to curate personalized experiences.

Pattern recognition provides the groundwork for AI to be used effectively in marketing. By analyzing data around demographics, web browsing behaviors, and past purchases, marketers can detect common attributes and understand segments of consumers.

Thought leadership content is king ⁴

B2B marketers have access to countless online resource centers, blogs, content hubs, etc. Original research will continue to become even more vital for marketing efforts

Long-term brand building is based around the emotional priming of customers, which evokes emotions, builds associations with a brand, and increases its salience.

Thought leadership content helps businesses elevate their brand perception, instill strong trust and improve their overall reputation.

Writing to the targeted audience is a sustainable B2B marketing trend that grabs and retains user attention, regardless of digital marketing strategy.

While Google extends the delay of the ban on third-party (again) to 2024, stricter data privacy trends continue ⁵

Though Google has delayed its ban on third-party cookies until 2023, marketers shouldn't waste time preparing their digital advertising programs for the change. Privacy-compliant alternatives are already available and marketers should proactively take the time to explore these options.

New technology is constantly evolving and being developed to address this concern. Marketers should continue to educate and start to adapt these solutions to be proactively prepared.

Marketers should work to build their first-party data now via consent and transparency-driven methodologies to grow a valuable data pool for when 3P cookies will be phased out.

Consumers continue to demand relevant and personal experiences. First-party data delivers the most accurate consumer intelligence, allowing advertisers to serve up timely content. Based on available data, use strategic touchpoints to create unique experiences customized to their specific interests, preferences, locations, and purchases.

IP advertising is set to become the dominant choice for highly targeted B2B advertising. It's a reliable, privacy-compliant method for sending relevant and personalized display ads to both known and unknown buying group members based on their company IP address. It enables zero wastage and "always-on" account-based advertising, with no third-party cookies needed.

Intent layers can further prioritize advertising messaging to be delivered to ready-to-buy prospects.

Recession fear is directly affecting marketing budgets, but marketers need to keep their eye on the bottom line ⁶

Extra pressure is being put on the marketing bottom line and ability to generate revenue.

While marketing budgets are typically one of the first areas to get a magnifying glass on performance during economic uncertainty, short-term fear could have a greater negative long-term effect on brand recognition and trust given marketing is directly correlated to the bottom line.

Advertisers are more likely to spend with media partners that allow for greater flexibility as well as shifting dollars away from mediums with longer or more difficult cancellation options (ie: Events, travel and discretionary spending will likely be trimmed first).

While brands are pulling back in some areas, many brands are increasing focus on tactics that increase the bottom line and can accelerate pipeline growth.

Influencer marketing continues to grow in B2B as a trusted advertising channel ⁷

Consumers continue to over index on the idea of trust in advertising, opinions, and products from influencers.

Social media platforms have undergone impressive growth the past few years due to the pandemic. Increased advertising efforts and new ways are being uncovered for B2B brands, with marketers turning to influencers to make more personal connections.

B2B influencer marketing allows marketers to tap into audiences and customer pools that might not be accessible beforehand. If an influencer represents a slightly different audience than the target market, this helps get the brand and solutions in front of more people than if continued with solo/traditional marketing efforts.

Influencer marketing is a great way to push forward thought leadership content and establish a brand as an authoritative source of information and knowledge in a specific industry while obtaining credibility.

Some key players in B2B influencer marketing include podcasters, authors, keynote speakers, entrepreneurs, researchers, thought leaders.

In-person events continue to work to return to pre-pandemic levels ⁸

Live events are starting to return but a survey of marketers finds that many of them are still focusing budgets on virtual events and other digital advertising avenues.

While business travel is increasing, there are less people at events overall.

There is an eagerness for in-person networking with cautious optimism by marketers to return to the face-to-face experience of in-person events while still taking precautions to protect their health and the health of others.

Digital investments remain stronger than ever with many marketers saying they're planning to invest in nonevent tactics even as in-person events return. Webinars topped the selections followed by email, web, social media, SEO, and gated content.

Gartner predicts 80% of B2B sales interactions will be digital by 2025 ⁹

This is due to buyers continuing to trend toward seller-free buying transactions, and this trend only increases as millennials are making more buying decisions.

Sales teams and reps will need to adopt new tools and channels and manner of reaching customers to match their sales strategy to their customers.

Sources:

- 1) DemandScience, TrustRadius
- 2) Spiceworks
- 3) Quantcast
- 4) Spiceworks
- 5) Google, Dstillery, Diligent, Quantcast
- 6) Forbes, Digiday, SPGlobal
- 7) Nielsen, RockContent
- 8) SmartBrief
- 9) Gartner