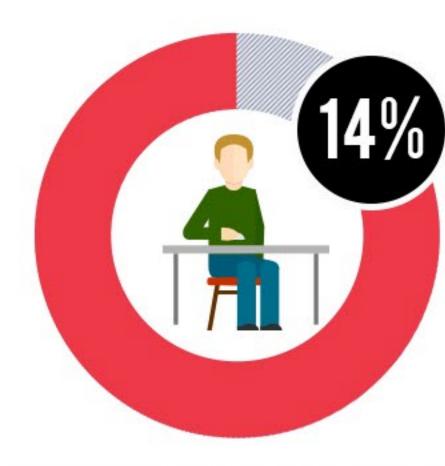
## THE INS & OUTS OF B2BMARKETMG



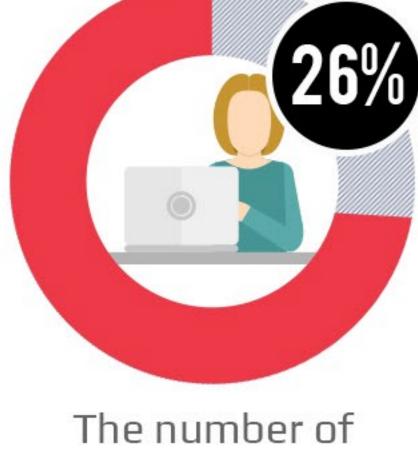
## **B2B MARKETING FACTS**



of businesses fail due to bad marketing



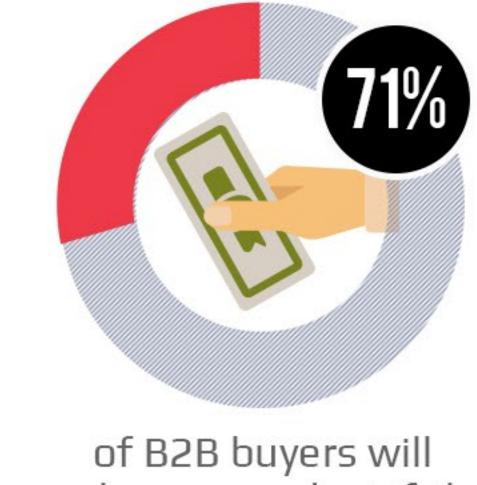
of B2B buyers believe companies should interact and engage with them, not just present information on social media



stakeholders in a B2B buying decision is up 26% at 6.8 stakeholders



of B2B buyers carry out at least half of their research online before making an offline purchase



purchase a product if they see personal value



effective





of the top trending channels in B2B marketing. Top social media channels by B2B

Social media is one

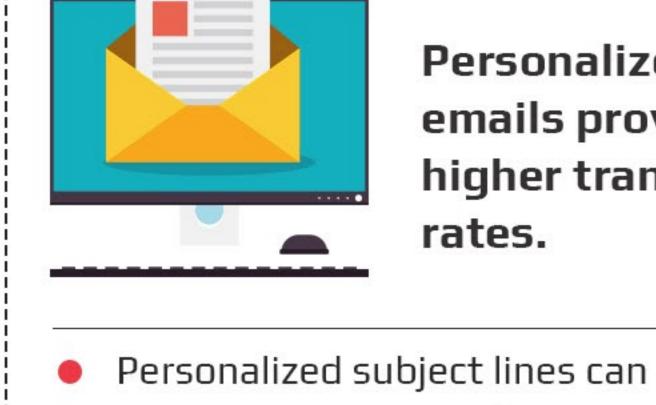
- 89% Facebook in 81% LinkedIn
- 75% Twitter

marketers:

social sharing and gain followers.

Most businesses use social media to

create brand awareness, encourage



emails provide 6x higher transaction rates.

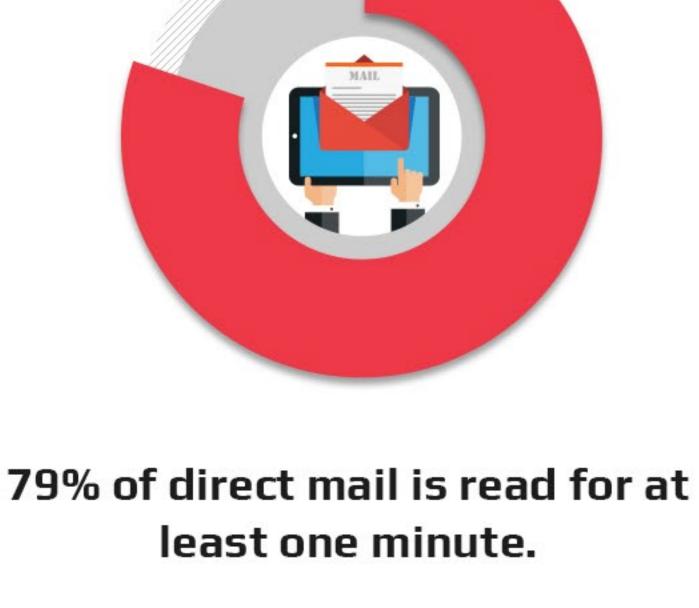
Personalized

With an increase in email volume, it's

increase open rates by 26%.

recipient's attention from the very beginning to avoid being deleted or unsubscribed.

important to grab and hold the





71% agree video converts better.

purchase cycle.

TOP B2B MARKETING TRENDS







MARKETING STRATEGY TIPS



## Define and know your targets



**Engage and communicate** 

Create resonating content

with your audience





Track results & make changes accordingly

Resources: https://www.hubspot.com/marketing-statistics http://www.convinceandconvert.com/influencer-marketing/b2b-marketing-trends/

https://www.martechadvisor.com/articles/performance-and-attribution/b2b-marketing-trends-that-will-rule-2018/ https://www.xerox.com/en-us/digital-printing/direct-mail-printing https://www.martechadvisor.com/articles/interactive-marketing/10-uses-of-video-for-b2b-marketing/



https://www.forbes.com/sites/ajagrawal/2016/08/02/how-to-create-a-successful-b2b-marketing-strategy/