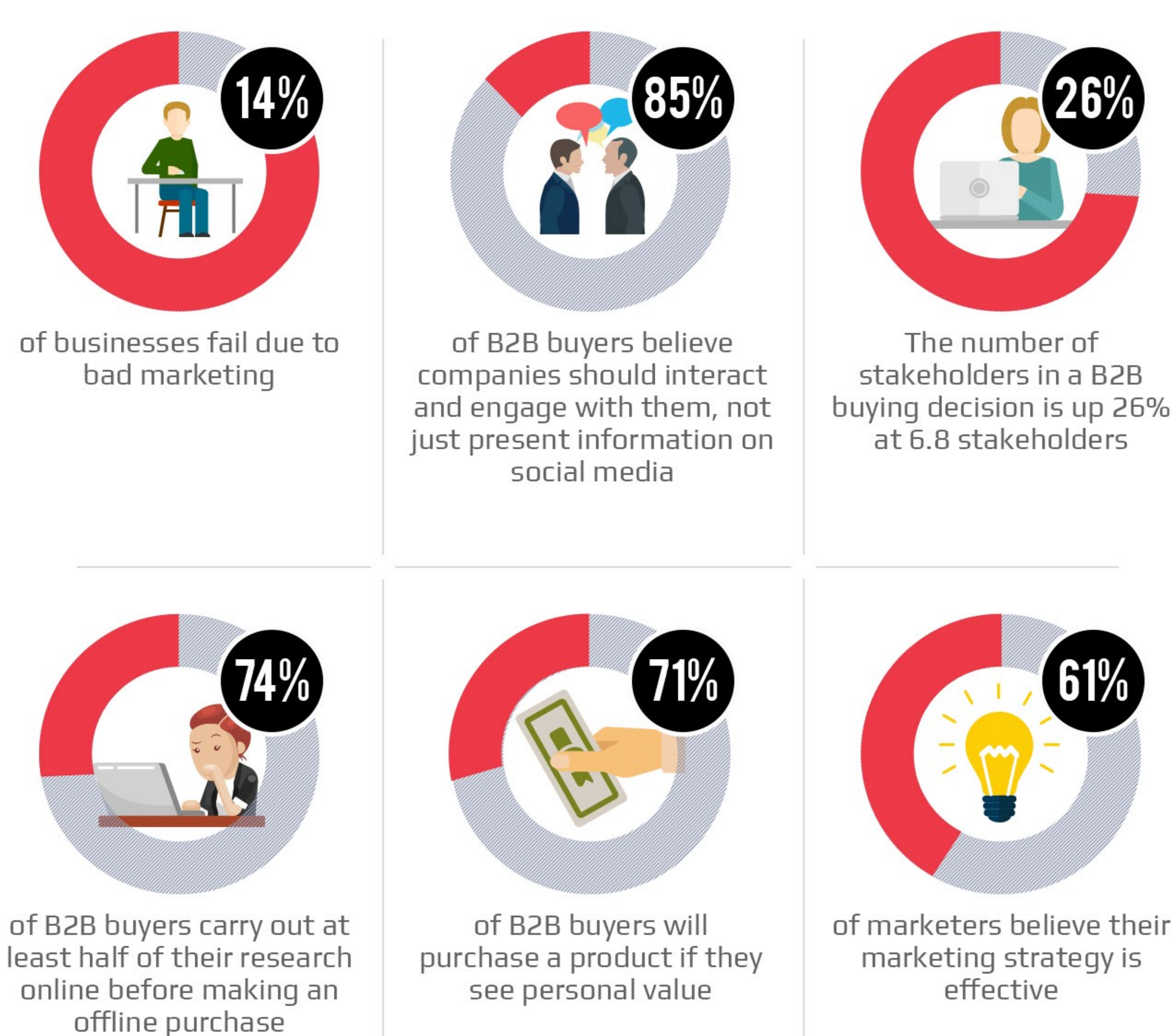
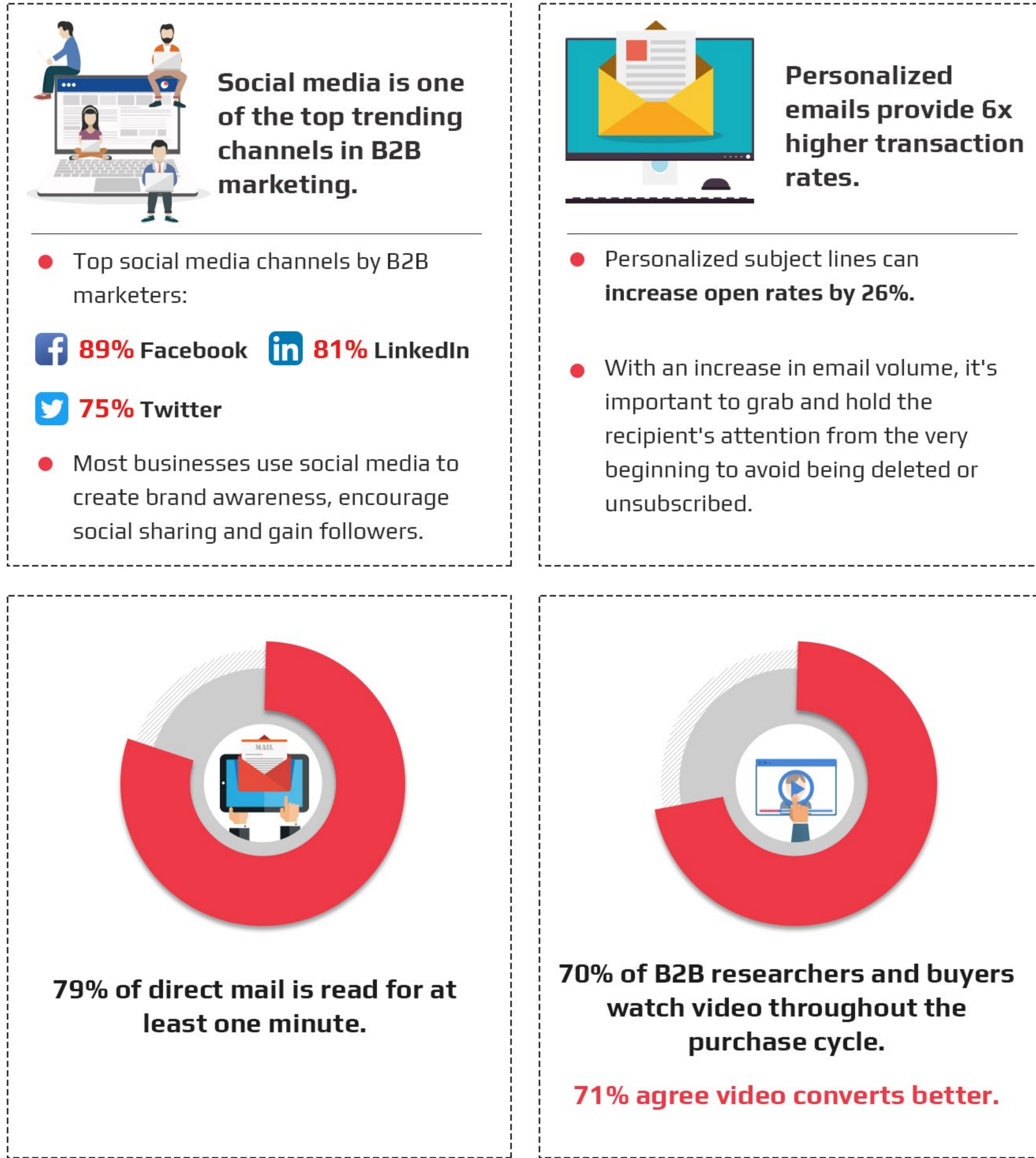


# THE INS & OUTS OF B2B MARKETING

## B2B MARKETING FACTS



## CHANNELS



## TOP B2B MARKETING TRENDS



## MARKETING STRATEGY TIPS



### Resources:

<https://www.hubspot.com/marketing-statistics>  
<http://www.convinceandconvert.com/influencer-marketing/b2b-marketing-trends/>  
<https://www.forbes.com/sites/ajagrawal/2016/08/02/how-to-create-a-successful-b2b-marketing-strategy/>  
<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/>