



Marketing Futures

INNOVATE. ACCELERATE. GROW.

2020 Edition

CMO Trend Brief

Future of B2B Marketing

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is the Future of B2B Marketing?

The future of B2B marketing uses precise data analytics to offer customers personalized products and buying journeys. It is a future that resembles consumer marketing more than ever, and success demands leveraging data and aligning sales and marketing to engage customers on an increasingly non-linear buying journey.

Why Should Marketers Care?

Traditional strategies and tactics are no longer resulting in the engagement and sales that B2B marketers of today are after. A marketer seeking to excel in the post-digital age must understand how B2C purchase journeys are changing the B2B landscape and adapt accordingly.

How Can It Help Your Business?

The present and future B2B customer offers the marketer less time and attention but brings higher expectations. This customer seeks a different buying experience than in the past—they expect a personalized buying experience that businesses can only deliver by leveraging data to understand and anticipate the customer's unique business challenges or needs. B2B organizations prepared to adapt to this new dynamic are more likely to rise above the competition and ultimately drive sales.





Matt Heinz

President

Heinz Marketing

“Account based marketing is simply instead of fishing with nets, we’re fishing with spears. You identify exactly the prospects you want to do business with and then you market very precisely and narrowly to them directly.”

Gartner

“The New B2B Buying Journey”

“In today’s world of B2B buying, there is no handoff from marketing to sales, or digital to in-person. It’s a parallel process, not a serial one.”

Top Considerations for Implementing ABM



Narrow your focus to a few target accounts

Identifying which accounts to approach with ABM is the crux of the strategy. Dave Karel, Principal at OutLeap Marketing, explains, “ABM is only as good as your visibility into your highest potential accounts and best-fit customer segments, which gets clearer over time.”



Get sales and marketing on the same page

A customer buys from one unified company, and conflicting messages or lack of communication between departments are unacceptable when selling to a market of one. When a company puts all its eggs in fewer baskets, the margin for error in inter-department execution dramatically shrinks.



Refine your marketing tech stack

Marketers today have more tech tools than ever available. The tech that enables marketers to deliver seamless, accurate, fast, and high-quality experiences is critically important, but it should ideally remain behind the scenes. The best implementations of marketing technology leave customers unaware of the systems or processes at play, but well aware of the tailored experiences the technology enables.



Integrate technology with human interaction

The ABM approach relies on relationships. The account-based marketer must build rapport of the kind that only happens face-to-face. And yet, with today’s (and tomorrow’s) tech, a VR product demo during a visit to a potential customer’s office, or a customized AI solution, could be what wins the customer.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.