ANA | Marketing Futures
INNOVATE. ACCELERATE. GROW.

THE FUTURE OF B2B MARKETING

The practice of business marketing is evolving rapidly.

B2B marketing has a reputation for being traditional and slow to embrace change, especially when compared to it's often more fashionable counterpart, consumer marketing.

B2B organizations prepared to adapt to this new dynamic are **more likely to rise above the competition.**

Is your brand's B2B strategy stuck in the past?

Consider these four trends to prepare for the future of B2B marketing:

There's a new B2B customer journey.

In past decades, the B2B customer journey was linear, but new customer journeys are 'looping.'

Customers or buying committees cycle back and forth between journey stages **often conducting independent research on brands and their services before ever connecting with a salesperson**.

Brent Adamson
Distinguished Vice President
Gartner

"What is looping? It is simply an acknowledgment to the reality that **customers don't move in a purchase along a straight line**. Truth to be sure, there's a beginning and an end, but the way they get from that beginning to that end is almost anything but a straight line."

Customer expectations are changing.

Business marketers can no longer meet customer expectations by casting a wide generic net into the marketplace.

Today, successful B2B marketing requires **collaboration with sales and a well-crafted martech stack that can deliver on the customer's demand for convenience, personalization, and ease of doing business.**

Emily Fultz
Salesforce

"As the lines between B2B and B2C marketing continue to blur, the majority of business buyers now expect brands to anticipate their needs and **deliver personalized experiences on par with what they've received as consumers.**"

Account-Based Marketing is on the rise.

This approach, also known as ABM, targets a select number of highly-qualified leads with specific, personalized messaging and tactics.

In a B2B landscape in which customers demand tailored experiences, account-based marketing offers an ideal solution.

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.**"

Enhance your Content Marketing with AI.

By harnessing artificial intelligence, B2B marketers can glean **meaningful insights from large datasets to inform their content strategies.**

Those who leverage this ability can shield their content from getting lost in the digital clutter.

Liam Moroney
VP of Integrated Marketing
NewsCred

"There is more content being produced than ever before by marketers, so **the need for true quality is an imperative.**"

To learn more about how brands can prepare for the future of B2B marketing, **check out the full research report**.

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.

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