

12TH EDITION



2019 B2B

MARKETING MIX REPORT



SAGEFROG MARKETING GROUP

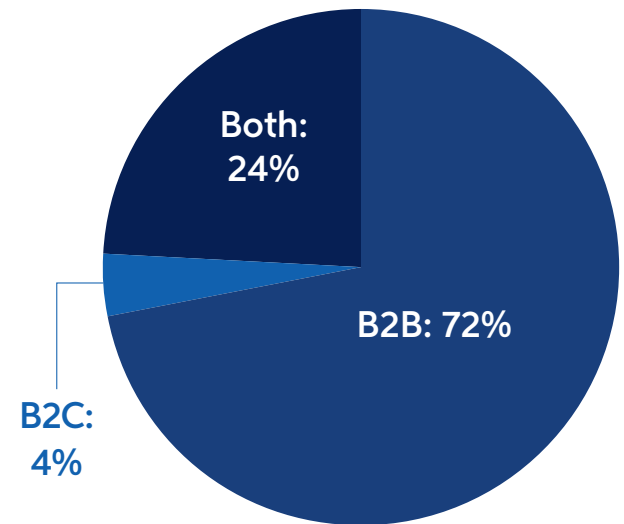
Sagefrog Marketing Group's B2B Marketing Mix Report

is an informative report that shares data from a recent survey of modern B2B marketing professionals in healthcare, technology, industrial and business services fields, among others.

Intended as a key component of a truly strategic 2019 marketing plan, this year's report reveals new insights on the marketing trends and tactics B2B professionals care about. Use this information to inform your 2019 marketing and business objectives to position your company for great ROI and success.

Who We Surveyed

-  Professional & Business Services
-  Technology
-  Health & Life Sciences
-  Financial & Insurance
-  Industrial & Manufacturing
-  Advertising & Marketing
-  Other*

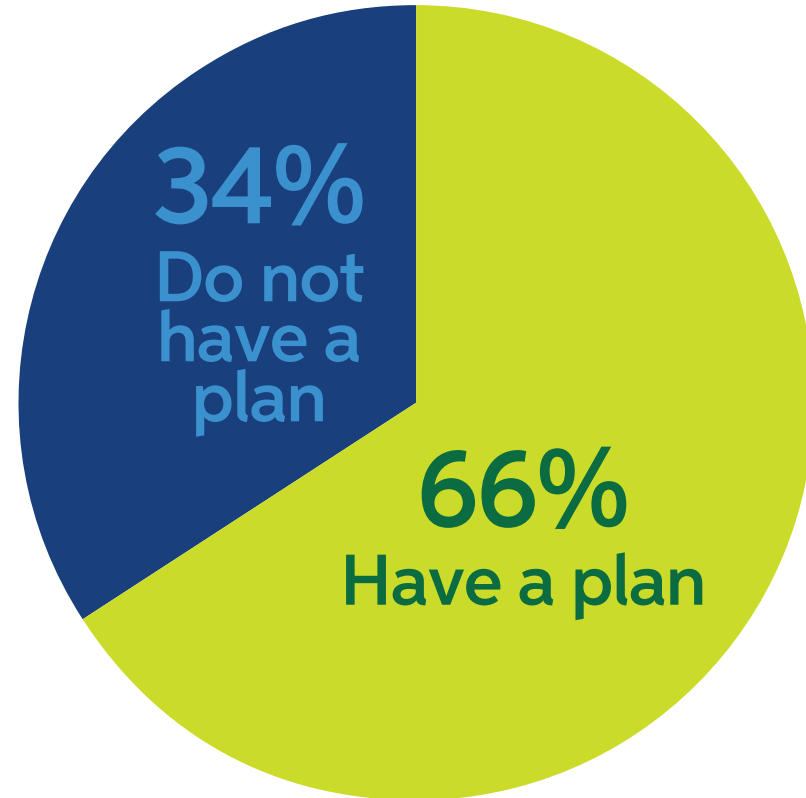


*Transportation, Staffing, Events, Lab Supplies & Equipment, Art

Two-thirds of businesses have a formal marketing plan

In a significant shift from last year, a majority of companies now have a formal marketing plan. More businesses are recognizing the advantages of taking a strategic, calculated approach to marketing.

Maintaining a documented marketing plan encourages B2B companies to consider their industry landscape and opportunity to stay ahead of the competition and move through the market based on the needs and wants of consumers.

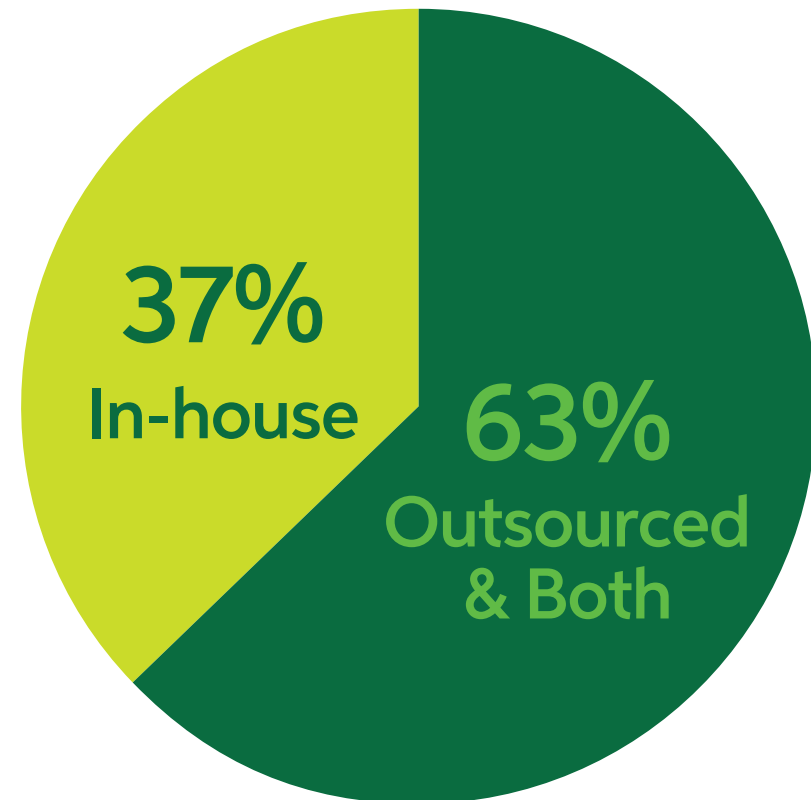


“Without a marketing plan, you may be doing more harm than good with your messaging. If your social is saying one thing while your traditional is saying another, and no one is consistently coming back to the needs of your buyer personas, you might as well save on spend. A marketing plan unites your efforts and creates relevant, incisive messaging and a complete experience for your prospects.”

— Mark Schumker, Co-founder & CEO at Sagefrog

A little less than two-thirds of businesses partner with marketing agencies

B2B companies consistently outsource all, or a portion of, their marketing efforts to agencies. This allows them to make the most of the capacity and capability range of marketing agencies while managing internal resources more effectively.



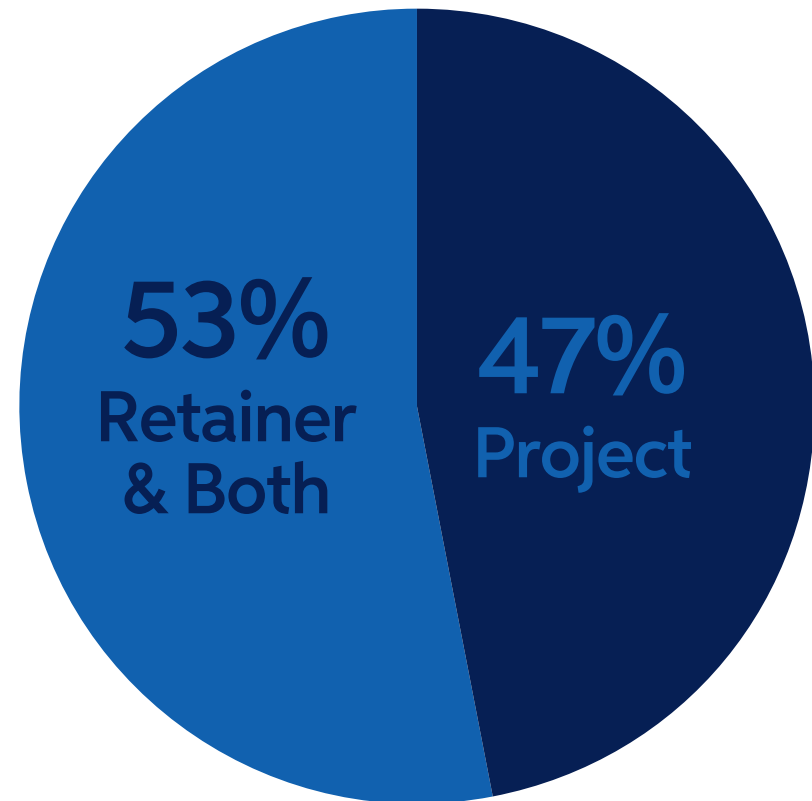
“Between digital, inbound and traditional methods, there are an incredible number of moving parts, and the real art lies in not just understanding how each tool works best, but how each works best in cooperation with each other. And that requires an agency that has developed a particular kind of harmony in addition to individual expertise.”

— Suzanne Morris, Co-founder & Creative Director at Sagefrog

The majority of outsourced marketing efforts are executed via retainers

More companies take advantage of retainers to better regulate marketing results and form a lasting partnership with their marketing agency.

The significant number of marketers using retainers indicate that companies have come to depend on and value their marketing agencies as crucial navigators, steering businesses through a complex media landscape.

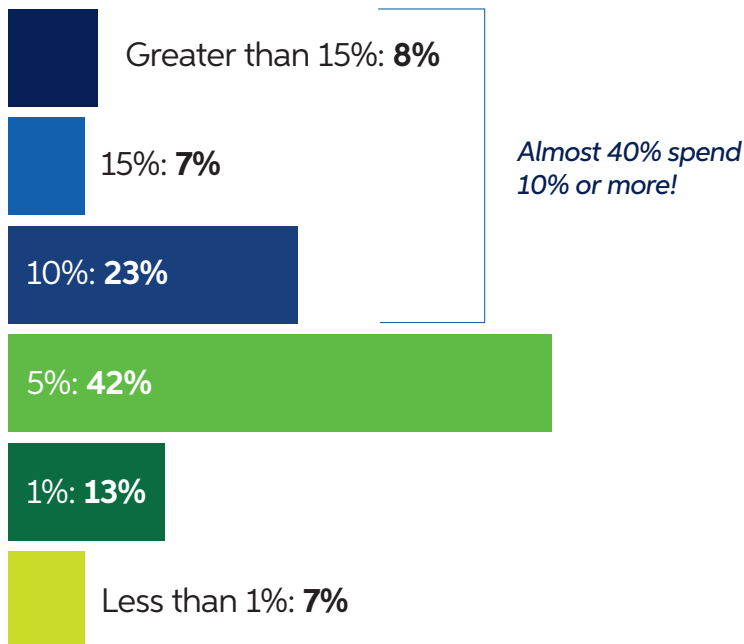


Almost 40% of B2B companies spend 10% or more on their marketing budget

Most companies spend a great portion of their yearly budget on marketing. Up 5% from 2018, the number of businesses allotting 10% or more on marketing reflects the priorities of leaders facing greater competition both online and off.

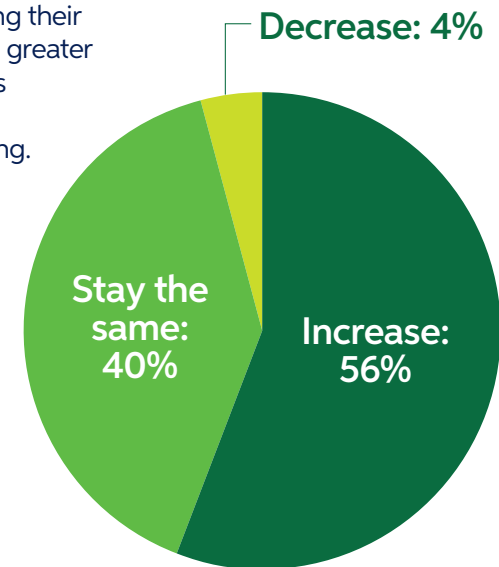
Advanced and automated marketing tactics, personalization, interactive content and new user experience requirements all demand a greater portion of the budget to achieve.

Percentage of Budget Allocated to Marketing



Change in Marketing Spend from 2018 to 2019

Businesses are increasing their marketing spend to see greater ROI through techniques like targeted ads and account-based marketing. That's why marketing budgets will continue to increase each year.



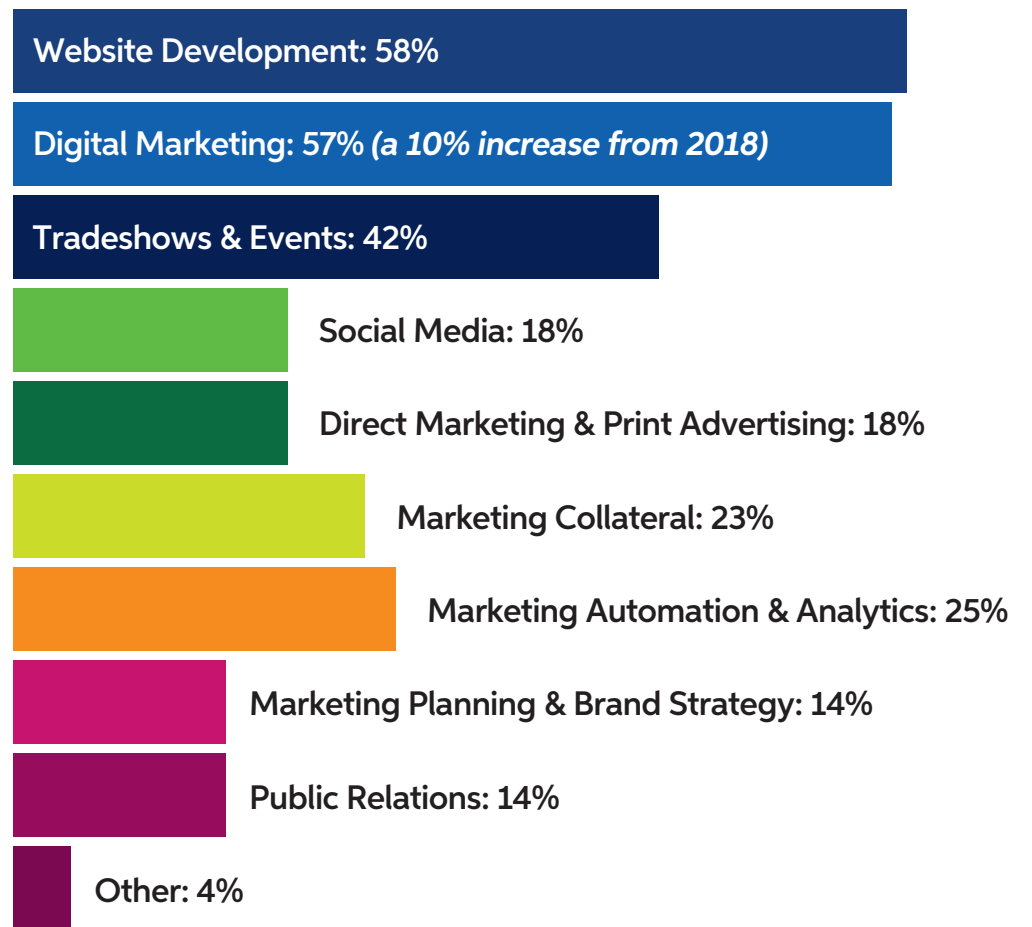
Event marketing remains strong while digital experiences rise

The number of companies prioritizing digital continues to rise, correlating with the advancement of digital tools that possess greater targeting and data analysis capabilities. B2B companies also understand the importance of web presence in the age of IoT, which is why they are spending more on building a strong digital presence through web development.

Meanwhile, B2B professionals are still making large investments in traditional methods, such as event marketing and print advertising. This year, 42% of those surveyed said tradeshow and events were the biggest source of marketing and sales leads.

But these channels must complement each other, maximizing strengths and filling gaps through an integrated marketing approach that supports growth in a fractured media and corporate landscape.

Top Areas of Marketing Spend

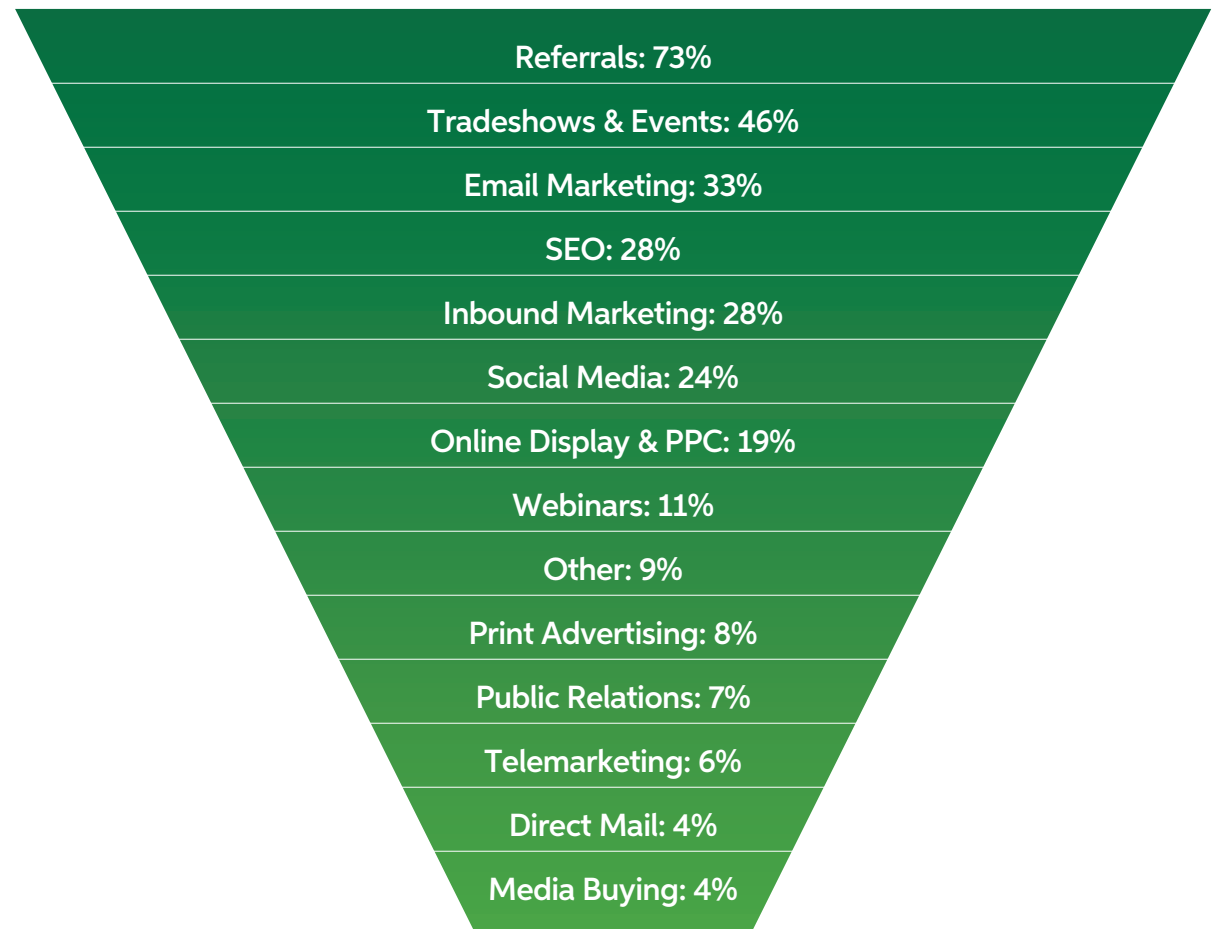


Referrals remain the largest source of qualified B2B leads

Referrals still reveal extraordinary consistency, remaining the top source of leads from last year. Tried and true, they've been a powerful source of new B2B clients and SMBs for decades.

With a personal approach taking center stage this year, referrals will likely remain on top for some time. To boost referral marketing productivity and results, continue to nurture existing clients and customers. Their direct experience with your product and their authenticity as a purchaser make them a powerful evangelist for your brand.

Top Sources of Sales and Marketing Leads

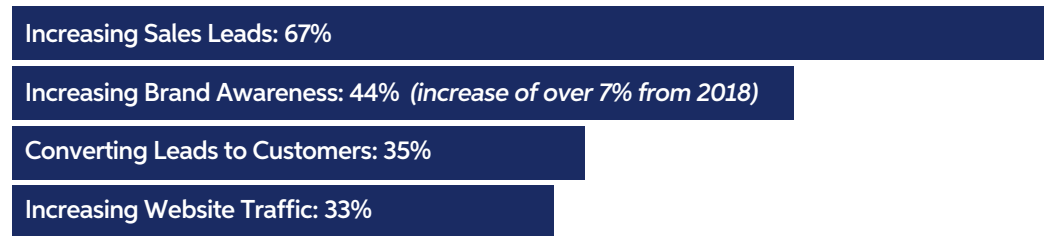


Four core motivations continue to define marketing objectives

Marketers today need both traditional and modern tactics to thrive, which shows in their mixed marketing objectives. While increasing sales leads has remained the dominant priority, increasing website traffic has become a significant and consistent concern as more money must go into supporting an effective digital presence to meet competitors online. The increased complexity in the role of the modern marketer means that a clear strategy is needed to better align business, sales and marketing goals.

Top Marketing Objectives for 2019

PRIMARY PRIORITIES



SECONDARY PRIORITIES



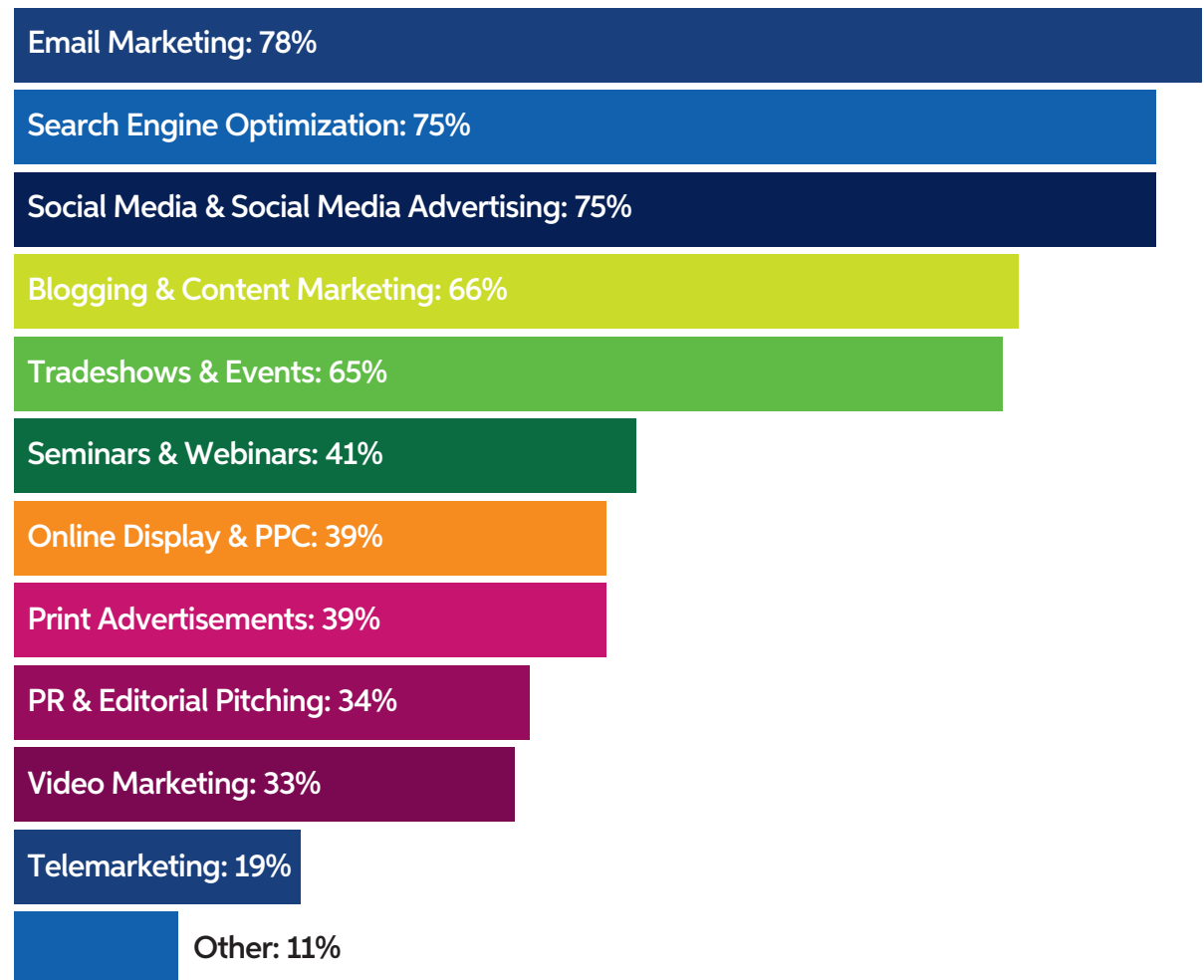
OTHER PRIORITIES



Marketers continue to rely on email marketing while SEO soars

Email's reliable effectiveness makes it a consistent go-to for marketers, but SEO has vaulted into second place, rising nearly 20% since 2018. This is explained in part by a trend toward greater personalization and ease of use improvements, as marketers tailor their content to rank higher in search by providing answers to prospects rather than pleasing website crawlers. Digital-heavy tactics are balanced primarily by the traditional, in-person strategy of attending tradeshows and events.

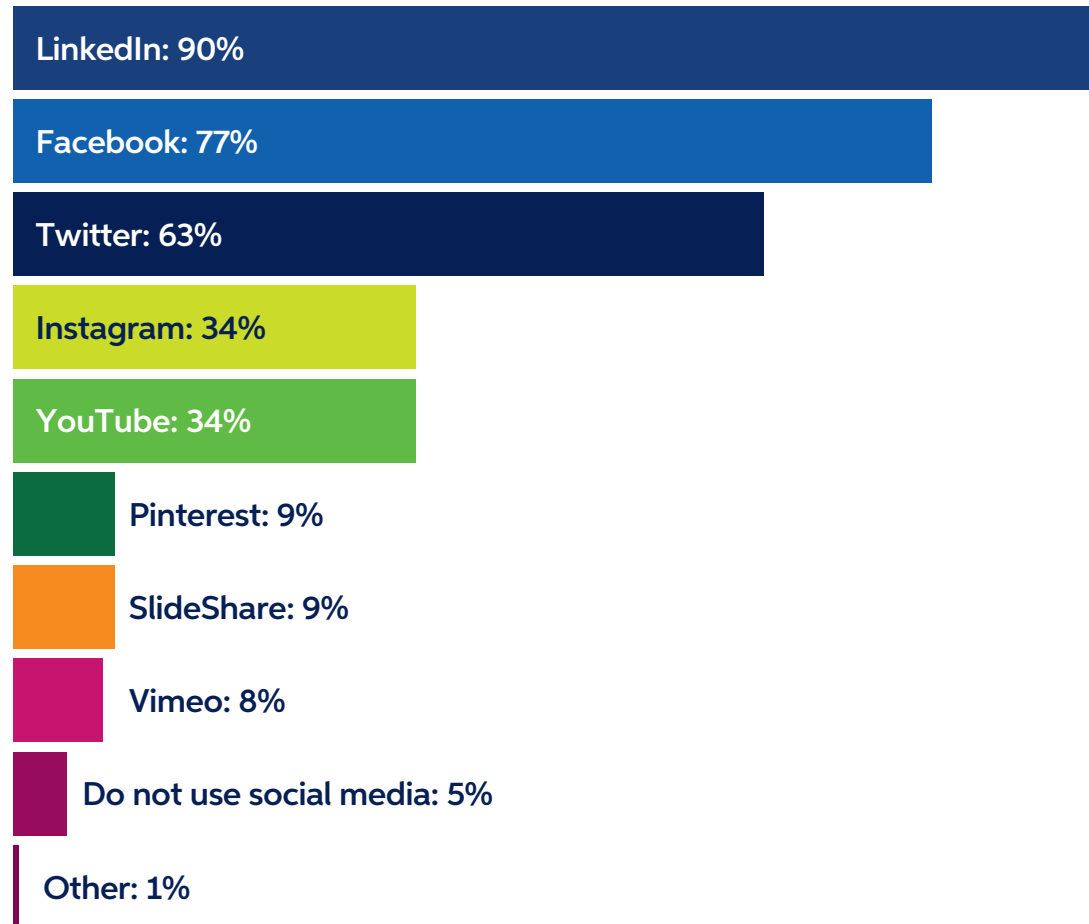
Most Implemented Marketing Tactics



LinkedIn continues to dominate as video grows

InMail offers three times the typical response rate of regular email and Sponsored Content is an effective advertising tool, so it's not surprising that LinkedIn is still the busiest platform for B2B marketers. But there's another social media trend that perhaps isn't as noticeable. We've seen it at INBOUND and we'll start to see it more in the B2B space —video is very quickly rising to meet consumers' need for more interactive content and visual storytelling. YouTube's measured usage has grown by almost 10% and Vimeo has doubled from the 2018 report.

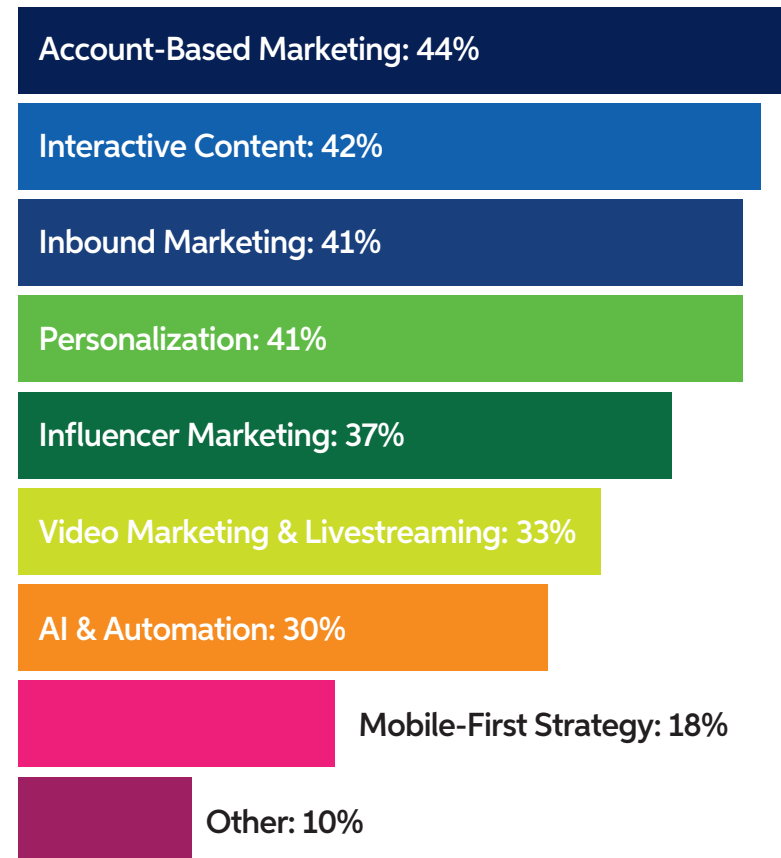
Most Used Social Media Websites



User-centric marketing will define the year ahead

Marketers are going back to the drawing board to explore user-centric tactics that help organizations appear more human, direct and connected to the user's experience and challenges. This shows in the interest they have in traditional techniques like account-based marketing and newer techniques like interactive content, inbound marketing and personalization. The future is people: in-person sales, smart targeting and convenient, engaging content that meets buyers wherever they are, online and off.

Trending Topics for Marketers in 2019



Using the 2019 Marketing Mix Report

The trends that will shape 2019 are clear. From video marketing to targeted ads, marketers are creating personalized customer journeys that integrate in-person traditional strategies with targeted, user-centric digital and inbound-inspired tactics to reel in only the most qualified prospects.

Data and analysis from the 2019 Marketing Mix Report will help your organization weather the evolution of personalization and, along with your own research, will support a more informed tactical marketing plan. See how your initial plans for the year ahead compare to the data other marketers like you have shared in this year's report and become better prepared to maximize your program's reach and start making valuable, lasting connections.

Here's to a productive and successful 2019!

About Sagefrog Marketing Group

Sagefrog Marketing Group is a top ranked B2B marketing agency with specialties in healthcare, technology, industrial and business services. With offices in Doylestown, Princeton, Philadelphia and Lehigh Valley, Sagefrog is dedicated to accelerating client success through brand building and integrated marketing services. Sagefrog's service offerings include branding, digital and content marketing, public relations, social media and traditional tactics. Its proven process JumpStart™ integrates the strategy, tools and programs needed to unlock the potential of B2B companies.

Contact us to put the insights from this report into action for your company.

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