

# COUNTING DOWN THE TOP 10 B2B MARKETING TRENDS FOR 2020

Explore and execute the strategies that B2B marketers deemed most important for 2020 via the 2020 B2B Marketing Mix Report.

## VOICE OPTIMIZATION

As mobile devices and home networks continue to become more sophisticated, we're becoming more comfortable and confident with asking our computers questions. The entire digital landscape needs to adapt to the increasing usage of voice technology by using keywords that suit natural human speak better than typed text. Including long-tail keywords and "human" queries in your content will help improve the favorability and relevancy of your company's content when appearing in searches.

"Alexa, what's the top-rated marketing company near me?"

"Here's what I found:"

**Sagefrog B2B Marketing Group**

5.0 ★★★★★ (32)

Marketing agency

(215) 230-9024



Making repeated impressions on your audience can be an effective way to remind people of your existence.

## RETARGETING

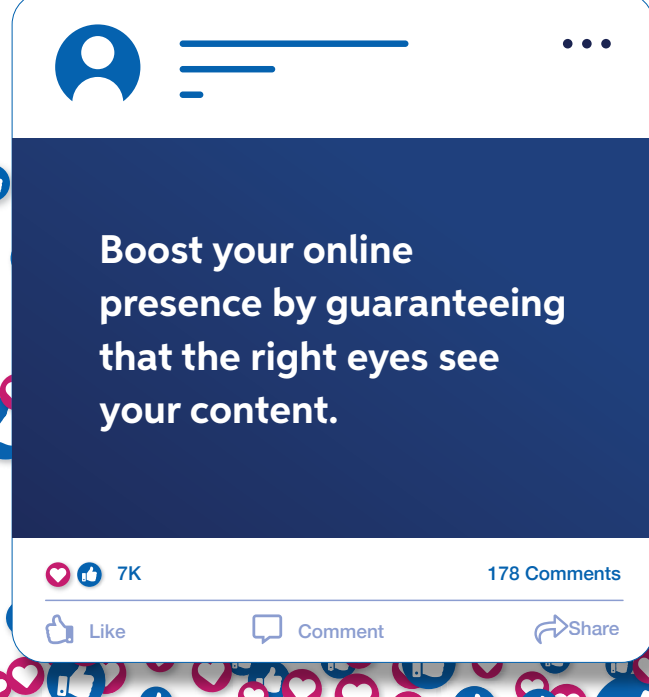
Retargeting is a form of online advertising that keeps your brand in front of internet users after they leave your website. Once a user lands on your website, they will be tagged, and served ads about your company and services as they browse other sites on the web.

Making these repeated impressions on your audience can be an effective (and affordable!) way to remind people of your existence and convince them to return to your site.

## PAID SOCIAL ADVERTISING

Paid social is a low-risk, flexible investment that enhances your targeting, increases your reach, provides detailed market insights, and can help establish yourself as a thought leader in your field. Including paid or sponsored social media advertising in your marketing campaign can boost your online presence by guaranteeing that the right eyes see your content.

One of the most important aspects of paid social is its ability to reach mobile users. Currently, about 61% of social media users access their platforms via mobile devices, and the number of people who only access social media on mobile will continue to grow.<sup>1</sup>



Boost your online presence by guaranteeing that the right eyes see your content.

7K

178 Comments

Like

Comment

Share

Sales and marketing misalignment costs B2B companies

10%  
or more  
of revenue  
per year

## SALES & MARKETING ALIGNMENT

The goal of sales and marketing alignment (sometimes referred to as "smarketing") is to have your sales and marketing teams frequently collaborate so each can improve for the benefit of the business. Sales and marketing should be aligned on their goals, and campaigns should be regularly re-evaluated to identify areas of opportunity for both teams. Sales and marketing misalignment costs B2B companies 10% of revenue or more per year. When sales and marketing teams work together, companies see a 36% increase in customer retention and 38% higher close rates.<sup>2</sup>

## INFLUENCER MARKETING

Influencers are popular, trusted figures who can give your products or services increased visibility and a better reputation through demonstrations and endorsements. The ideal influencer has an expert level of relevant knowledge and a voice that aligns with your brand or campaign. By working with influencers, you can quickly expand your audience, drive conversions, and boost your reputation. By finding and nurturing the right partnerships with influencers, you could gain long-term spokespeople or representatives who become a powerful aspect of your marketing strategy.

The ideal influencer has an expert level of relevant knowledge and a voice that aligns with your brand or campaign.



"Hi there! I'm Frogsly, your personal B2B marketing guru. If you have any questions, I'd be HOPPY to help!"



## CONVERSATIONAL MARKETING & CHATBOTS

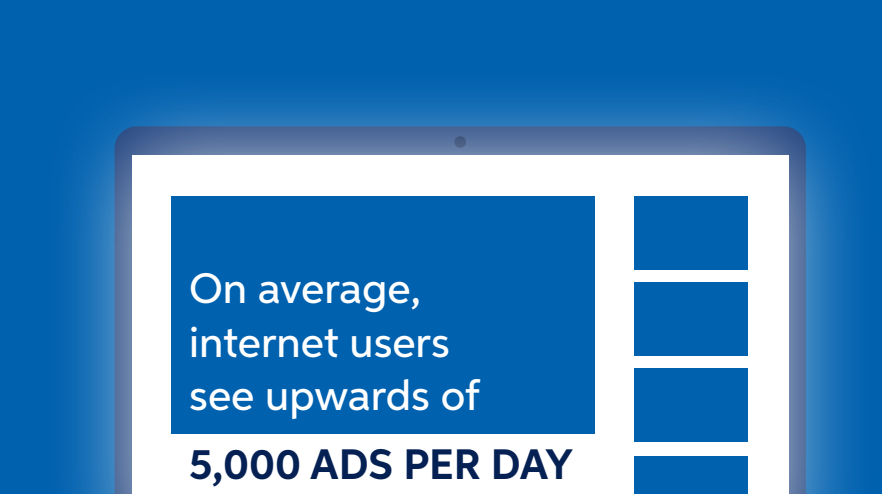
Conversational marketing is a modern way to interact with potential clients or customers via AI chatbots. They allow you to provide direct interaction with website visitors 24/7. Chatbots can immediately address questions from customers with expert-level responses, and provide a convenient, full-service experience.

They're available to both desktop and mobile users, and never lose their temper, get tired, get frustrated, respond inappropriately, or become impatient while interacting with a customer.

## INBOUND MARKETING

Inbound marketing is a way of attracting customers by creating and offering valuable content. On average, internet users see upwards of 5,000 ads per day.<sup>3</sup>

Unsurprisingly, many don't respond well to ads. Inbound marketing addresses this issue by providing valuable, non-invasive content that supports their actual search queries, challenges, and pain points. Create an inbound marketing strategy that produces content for each stage of the buyer's journey: awareness, consideration, decision.



## VIDEO MARKETING

Videos allow you to tell emotional stories that resonate with viewers in ways that are impossible to replicate otherwise. They allow you to infuse your brand with personality and character. Including quality video content in your marketing strategy helps boost conversion rates and promotes engagement from your audience. Keep your videos short; 5% of viewers will stop watching a video after one minute and 60% by the two-minute mark.<sup>4</sup>

## ACCOUNT-BASED MARKETING (ABM)

While account-based marketing has been around for years, it's recently become an integral aspect of modern B2B marketing strategies. ABM concentrates sales and marketing resources on a specific group of target accounts within your market and employs personalized campaigns designed to resonate with each account. These campaigns are hyper-focused and can be relatively time consuming and resource-intensive to produce, but they make it easier to reach big names that are rarely accessible through general marketing methods.

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## WHAT WE DO

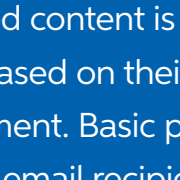
Sagefrog is a top-rated, full-service B2B marketing agency with specialties in healthcare, technology, industrial, and business services. We have offices in Doylestown, Princeton, Philadelphia, and Lehigh Valley, and accelerate our clients' success through brand building and integrated marketing.



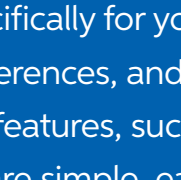
BRANDING & STRATEGY



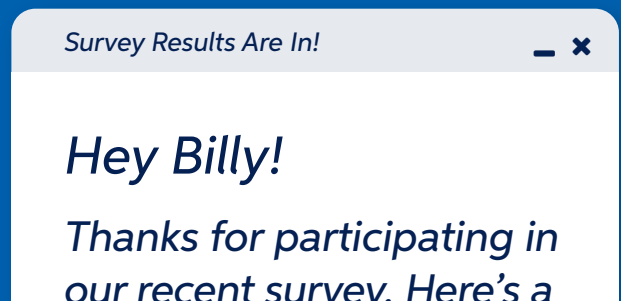
WEBSITES & DIGITAL



CONTENT & INBOUND



TRADITIONAL MARKETING



Survey Results Are In!

Hey Billy!

Thanks for participating in our recent survey. Here's a link to the results where...

## PERSONALIZED CONTENT

Personalized content is optimized specifically for your audience based on their interests, preferences, and history of engagement. Basic personalization features, such as addressing email recipients by name, are simple, easy, and inexpensive to set up. Personalized content increases conversions, improves your ability to nurture leads, and helps to build an engaged audience.

Are you ready to leap ahead?

Contact us to put the insights from this infographic into action for your company.  
sagefrog.com | (215) 230-9024 | info@sagefrog.com

1. Global Mobile Social Penetration Rate as of January 2019 by Region, Statista  
2. 20 Stats That Prove the Power of Sales and Marketing Synchronization, HubSpot  
3. We Now See 5,000 Ads a Day... And It's Getting Worse, LinkedIn  
4. 16 Video Marketing Statistics to Inform Your 2019 Strategy, HubSpot