

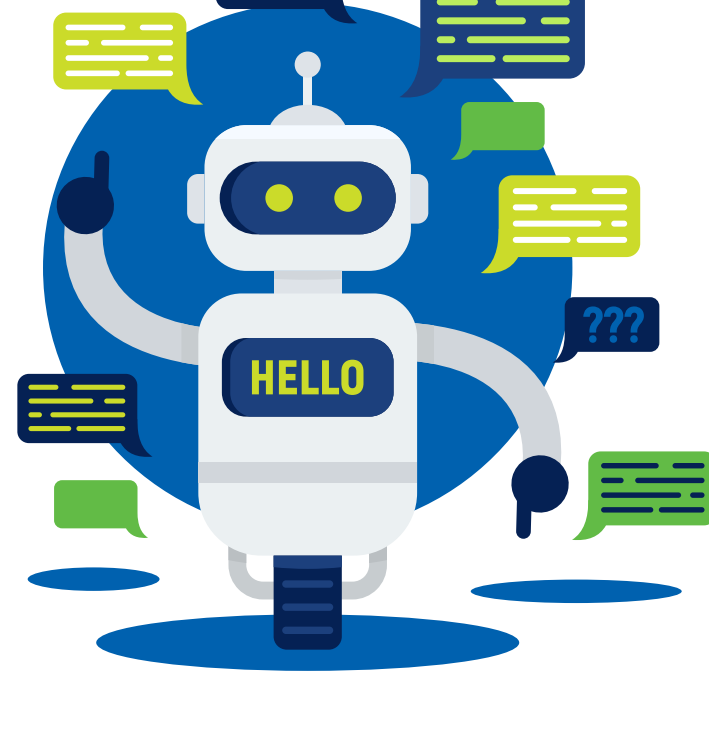
COUNTING DOWN THE

# top 10 B2B marketing trends for 2022

Explore and execute the strategies that B2B marketers deemed most important this year in the 15th edition of the B2B marketing mix report.

## 10 | conversational marketing (chatbots)

In the age of messaging apps and remote communication, conversational marketing is one of the most effective ways to engage buyers and customers in real-time. Rather than waiting for people to fill out forms on your website and hoping to reply before they've moved on, intelligent chatbots can have the conversation for you. Chatbots can greet potential customers, answer questions and inquiries quickly and politely, and help users find what they're looking for. They can be creative or completely professional, delivering a dynamic yet consistent experience to everyone who visits your website. Chatbots are an effective way to increase website conversion rates, generate more qualified leads, and swiftly manage high-volume customer support queues that will have a place on many more websites this year.



## 9 | strategic marketing planning & budgeting

It's shown time and again that the best marketing efforts start with a well-thought-out strategy and budget. For marketing and sales to get more from every dollar, their functions must be aligned. Strategic marketing plans can include an outline of your marketing situation analysis, objectives, target audience, buyer's journey, B2B marketing strategy, foundational tactics, ongoing tactics, and timeline. The key to fitting all these elements within a given budget can be a significant challenge that takes clear communication and collaboration between departments. If you want to guarantee every penny gets used wisely, develop your **Strategic Marketing Plan** with the help of a professional.

## 8 | virtual events & webinars

While some organizers still choose to hold large in-person tradeshows, workshops, and seminars, many vendors, presenters, and sponsors like Amazon, AT&T, Google, Intel, Lenovo, Meta, and Twitter, are choosing to attend remotely. In-person events have always been an essential element to brand awareness and lead generation, but COVID and its variants continue to pressure businesses into finding different ways to engage their audiences. 2022 looks to be no different. Be modest with commitments to and investments in in-person events, be flexible, and be prepared to change plans at the drop of a hat.



## 7 | artificial intelligence (ai) & automation

AI and automation tools work 24/7 to generate more accurate actionable insights and serve customers faster and more effectively. They help provide more personalized touchpoints that deliver consistent and optimized customer experiences and are increasingly powerful tools in digital marketing across all channels. Marketers regularly use AI and automation in:

- Content curation and recommendations
- SEO
- Ad targeting
- Chatbots and intent popups
- Persona development
- Email automation

...The list goes on. If you're not currently leveraging these tactics, 2022 is the year to incorporate AI and automation into your marketing plan.

## 6 | linkedin & facebook

The 2022 B2B Marketing Mix Report shows that most B2B marketers are still focusing their social efforts on LinkedIn and Facebook. In B2B, the value of LinkedIn's business-specific focus is ideal for professional networking and account-based strategic marketing campaigns. LinkedIn is considered a trusted outlet to connect with peers and prospects, but Meta (formerly Facebook) is simply the most widely used platform in general and is still worth significant advertising dollars to many.



## 5 | organic & paid social media advertising

In 2022, social media is getting more marketing spend than ever before. Paid and organic social media advertising strategies are becoming more integrated, and marketers are getting better at using each method to connect with customers and reach new ones. Organic and paid social media massively benefit from AI and automation technologies mentioned previously, which is partially why their effectiveness is increasing rapidly. Audience data is highly accurate, and marketers are becoming increasingly confident in ensuring money spent on social ads will hit KPIs. However, businesses don't need to pay for every promotional social post. Sometimes a creative and well-crafted organic post informing existing followers of a new product or company change can generate the same impact as any paid effort. The key is finding the right balance of paid and organic social media tactics for your business.

## 4 | brand storytelling

With increased social media usage comes a greater need for new ways to engage those audiences. That's where brand storytelling comes in. Brand storytelling is the narrative that brings together your brand messaging and identity to evoke an emotional response from your audience. Successful brand storytelling adds an element of personality that takes you from just another business to genuinely unforgettable. Integrating your brand story into the way you present and offer content through social media can be a highly potent combo that highlights your company culture, shows thought leadership, and builds trust and loyalty among your target audience.



## 3 | video marketing

In 2021, 86% of businesses used video as part of their marketing strategy. In 2022, video marketing will continue to be huge as audiences consume video online even more frequently. Easy-to-use and accessible video platforms like Lumen5 and YouTube provide a low cost of entry to make video marketing a powerful and accessible addition to:

- Websites
- Emails
- Social media
- Landing pages

If you want to break down a complicated idea or help your audience learn more about a specific product or service, video is an excellent tool that can help you accomplish these objectives and more.

## 2 | personalization

Personalization has come up in different forms as a key aspect of several tactics listed above, but it's such a critical element of connecting with B2B decision-makers that it deserves its own mention. Successful personalization tactics in emails, inbound marketing efforts, and account-based marketing are encouraging teams to adopt new best practices and empathetic approaches that connect with professionals, build loyalty, and close sales. From attracting new prospects and improving existing customer experiences to adapting to the changing needs of your customers, a deep level of audience personalization should have a place in every digital marketer's campaign in 2022.



## 1 | brand awareness & reputation management

Brand awareness and reputation management have been huge initiatives for countless businesses since COVID has impacted our lives, our jobs, and the workforce as a whole. With record numbers of workers quitting, businesses are investing heavily into employer branding to market their company culture to potential candidates.

Employer branding includes a messaging platform describing why your company is the one people should work for and why current employees should stay. Your employer brand should center on an Employer Value Proposition — a statement that clearly outlines your company's appeal as a potential workplace. It includes:

- Your company's belief towards workplace culture
- How your company facilitates that type of culture
- The benefits of working in that type of culture

By demonstrating your efforts to build the best workplace possible, you'll naturally generate amazing content that helps build your brand's story! However, when entrenched in your own workplace, it's hard to rise above the details to pinpoint the root reasons your company is a desirable workplace. **Sagefrog's proven Employer Brand Strategy process** could be just what you need.

## what we do

Sagefrog is a top-ranked, full-service B2B marketing agency specializing 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

## are you ready to leap ahead?

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🌐 [sagefrog.com](https://sagefrog.com)

📞 (215) 230 9024

✉️ [info@sagefrog.com](mailto:info@sagefrog.com)