

COUNTING DOWN THE

top 10 B2B marketing trends for 2023

Explore and execute the strategies B2B marketers deemed most important for 2023 via the [2023 B2B Marketing Mix Report](#).

10 | co-marketing

When companies are strategically aligned with growing their clientele and industry through their respective services, the growth potential can be limitless, and the payoff can be fruitful for all involved. There are several paths to follow to co-market successfully. First, ensure the company you partner with is relevant to your industry but not a direct competitor. From there, you and your partner can create co-branded gated content to generate leads, or you could host a joint event and share registration sales and data, guest blog on each other's websites, and so forth. Your company's success can proliferate through this increased exposure by leveraging each partner's established client and lead lists, social media followers, and resources.



9 | account-based marketing

As the 2023 B2B Marketing Mix Report concluded, the primary objective for B2B marketers this upcoming year is to build stronger, well-retained relationships with clients. This relationship-centric philosophy is where [account-based marketing \(ABM\)](#) is particularly effective for B2B marketers. ABM involves identifying, obtaining, and marketing to targeted, high-value accounts and communicating directly with decision-makers who have authority in large purchasing or contractual decisions. This strategy is especially successful for B2B companies because it targets executives directly, filters out unqualified prospects, and aligns marketing and sales on strategy, content, and account engagement.

Not sure where to begin with your ABM strategy? [Follow these four simple steps](#) we developed with our partners at RollWorks to get started with your ABM strategy today.

8 | in-person events & tradeshows

Following the limitations of large gatherings over the past two years due to the global pandemic, [in-person events and tradeshows](#) are making a huge comeback. In fact, **budgeting for these events took the #1 spot for where marketing funds will be allocated in the upcoming year**—a sizeable increase in spending from the year before.

This shift toward in-person events reflects the revived popularity of networking face-to-face with clients, peers, thought-leaders, and changemakers. This investment pays off, as in-person tradeshows and events also ranked as one of the top sources of sales and marketing leads for B2B marketers in 2022. If you aren't attending or hosting your own event, you're falling behind on this trend and potentially missing out on many opportunities.



7 | inbound marketing

A tried and true method, inbound marketing remains a viable tactic for generating leads. By following the principles of inbound marketing and [facilitating the buyer's journey](#) for prospects, B2B companies successfully draw their target audience to their products or services. Inbound marketing is a more natural and effective manner of generating leads and sales compared to outbound marketing, where efforts are focused on seeking out and connecting with leads inorganically. Forming clear goals and buyer personas and generating content to attract your targets and guide them through the sales funnel will likely be a continued trend for 2023 and beyond.



6 | seo strategy

Speaking of [successful lead generation](#)—the top provider of leads for B2B marketers last year was **search engine optimization (SEO)**. Coincidentally, it was the second highest area of spend for B2B marketers, just behind in-person tradeshows and events. While social media marketing and other forms of ad placement remain areas of priority for marketing departments, SEO is a lucrative use of funds for lead generation and isn't likely to lose momentum as a marketing staple anytime soon. Staying up to date with Google updates, A/B testing, mobile optimization, increasing online authority, improving website experience and structure, and ensuring proper keyword placements are all essential steps for successful SEO in 2023.



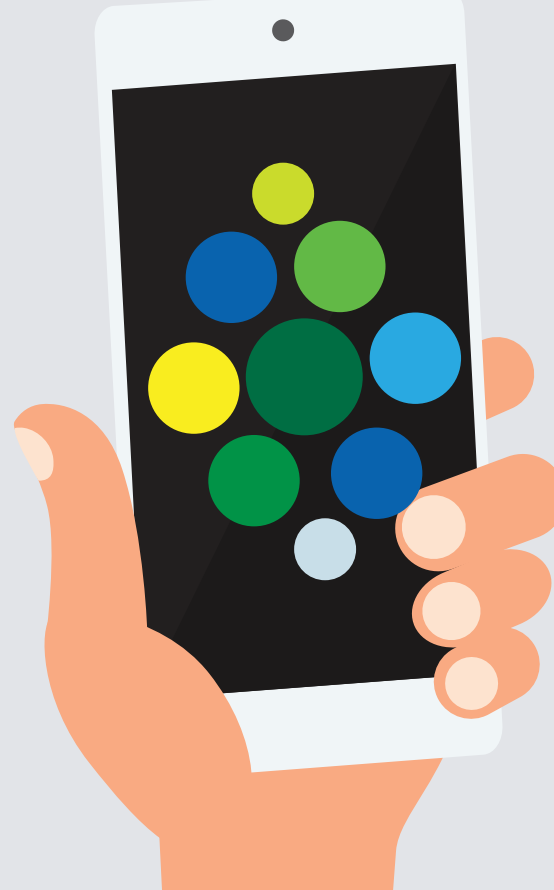
5 | client retention

In addition to new lead generation prioritization—customer retention is rising, according to our data, as marketers find security and long-term growth through close partnerships with well-established clients. This retention emphasis is likely due to lower retention rates from the previous year due to economic uncertainty. Retention is prioritized over brand awareness and lead generation since long-term partnerships provide a stable revenue stream. Nurture your relationships with existing clients through more frequent check-ins, customer health scores, and net promoter score (NPS) surveys so you can learn their pain points and always be available to offer a solution through your services.



4 | mobile-first strategy

If your business isn't implementing a mobile-first strategy, that should change as more and more companies are fine-tuning their websites, social media content, and advertising to reflect the growing usage of phones and tablets by B2B clients over desktop computers or laptops. Most of us primarily use our phones to check email, and social media, browse Google, and essentially complete most tasks that used to be completed on a PC or Mac. B2B decision-makers and potential leads or customers are no different from the rest of us, so meeting clientele where they prefer to reside is a natural progression for marketing professionals.



3 | influencer marketing

Influencer marketing for B2B companies reinforces the value and power of networking and making connections within your industry and client base. Receiving accolades, mentions, and guest blogging opportunities (or vice-versa) stands as a top trend for 2023. Promoting thought leadership and more organic interactions between the diverse followers of each B2B executive, consultant, company, and anyone considered an influencer in your industry is an effective and inexpensive inbound marketing technique that can boost leads and sales.

LinkedIn is the most popular social media platform for B2B marketers and a fantastic starting point for influencer marketing campaigns. You can search for and connect with influencers and their audiences and see how others already interact with their content to determine whether an individual or company can be a valuable connection.



2 | video marketing

For the second year in a row, we're seeing video marketing as a booming trend, and it doesn't seem to be falling out of popularity anytime soon. Video content can be exciting, enticing, and effective. Whether sharing short video clips or long-form content like a video course, webinar recording, and so forth, videos can be incorporated into most every facet of social media and inbound marketing. Embed videos into emails and webpages, upload to YouTube, share across all social platforms, live stream a product unveiling or webinar—the sky is the limit with video marketing. Live streaming, in particular, is gaining momentum as an easy and engaging experience between companies and their audiences and is available on most social platforms like LinkedIn, Facebook, Instagram, Twitter, and YouTube.



1 | artificial intelligence (AI) & automation

Taking our top spot for the biggest marketing trend of 2023 is implementing AI software for marketing automation, analysis, and insights. 42% of B2B marketers plan to experiment with AI and automation in the upcoming year. As this technology becomes more accessible, AI will become a standard practice for marketers to remain competitive and effective. These tools work 24/7 to generate more accurate actionable insights, serve customers faster and more effectively, and provide more personalized touchpoints that deliver consistent and optimized customer experiences. AI and automation are increasingly powerful tools in digital marketing across all channels that are leveraged through:

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

...And more as this burgeoning technology continues to evolve. If you aren't using AI yet, 2023 is the perfect year to start.



what we do

Sagefrog is a top-ranked, full-service B2B marketing agency specializing in healthcare, technology, industrial, and business services. We accelerate our clients' success through branding and integrated marketing delivered through proven programs, business acumen, and fast quality.

- 📍 branding & strategy
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