

7 B2B MARKETING TRENDS FOR 2021

by Carlos Sequeira

1

OMNICHANNEL MARKETING

Prospects can come from any of your marketing channels. When Prospects are looking to make a purchase, they visit your website, Facebook, or LinkedIn channels. Omnichannel marketing is about aligning your sales efforts and marketing across all your distribution channels, allowing your target audience to receive relative information.

2

AI AND MACHINE LEARNING

AI can be used to improve lead quality from sourcing to scoring. Also, AI can help you better understand your clients needs and help with personalization. Machine learning can help provide deep customer insights and help customer's in the decision making process.

3

CHATBOTS AND CONVERSATIONAL SELLING

Chatbots are being implemented in b2b in an effort to save businesses time and money. Chatbots can reduce customer wait time, answer FAQs, and play a role in lead generation.

4

CUSTOMER EXPERIENCE

Customer experience focuses on optimizing customer reach and providing a memorable customer experience. According to bloomreach.com "B2B customers buy 75% of products online and 47% conduct web searches to look for information during the B2B buying process."

5

VISUAL AND INTERACTIVE CONTENT

Visual and Interactive Content is used for customer engagement. Visual and Interactive Content makes your visitors more likely to view and share your content with their networks.

6

ACCOUNT BASED MARKETING

Account Based Marketing (ABM) is used to identify key accounts to create or expand a business relationship. The potential ROI is greater when compared to other types of marketing.

7

LINKEDIN FOR B2B

LinkedIn is a great tool for b2b engagement. LinkedIn can be used to introduce a company, attract and find prospects. LinkedIn can also be used in b2b to target a specific industry and create relative content to target their audience.

Resources

1. <https://www.weidert.com/blog/growth-marketing-trends-2021>
2. <https://www.leadfeeder.com/blog/ai-machine-learning-b2b-2020/>
3. <https://www.digitalcommerce360.com/2021/04/26/how-b2b-companies-need-to-compete-in-2021/>
4. <https://www.bloomreach.com/en/blog/2017/09/b2b-customer-experience.html#>
5. <https://www.foleon.com/blog/keeping-up-with-b2b-content-generation-demands-in-2021>
6. <https://blog.netline.com/how-abm-positions-your-b2b-business-for-success-in-2021/>
7. <https://vendedigital.com/blog/5-reasons-to-use-linkedin-for-b2b-marketing/>