

TOP

Marketing
Techniques
for the **B2B** Industry
according to eMarketer



As the year comes to a close, take a look at the 3 most relevant marketing techniques for the B2B sector that are here to stay in the year ahead. According to eMarketer,

Email Marketing

Content Marketing

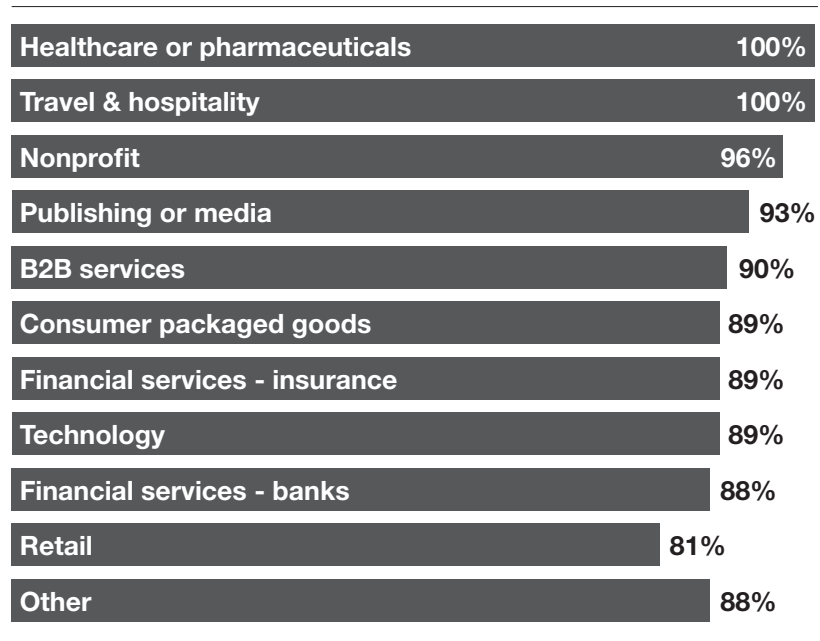
**Marketing and Automation
Driven Marketing**

which are part and parcel of the Inbound Methodology, are trends that are only now picking up momentum.

Email Marketing

US Marketers Who Use Email Marketing, by Industry, May 2017

% of respondents



Source: Data & Marketing Association (DMA) and Demand Metric, 'DMA Response rate Report 2017,' June 21, 2017

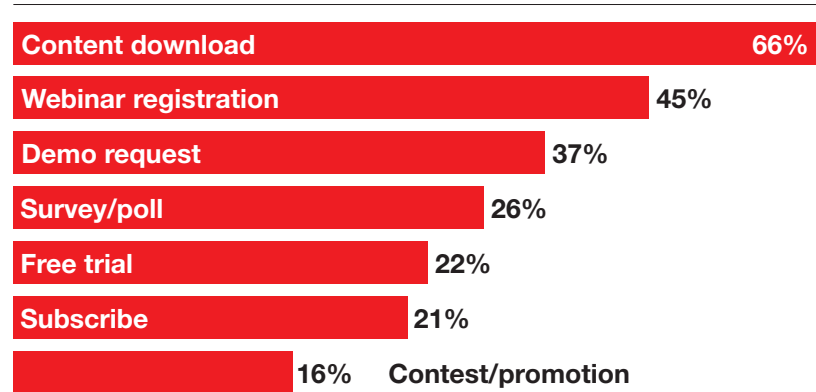
Most industries believe that Email is still king among marketing techniques. A survey done in May of 2017 by DMA and Demand Metric of US marketers found that all of those working in healthcare or pharma as well as travel and hospitality used email marketing. Nonprofits (96%), publishing and media (93%) and business-to-business (B2B) services (90%) also continued using email as a strong marketing technique.

According to a February 2017 forecast, the number of emails is also expanding, the Radicati Group has found. It showed that 269 billion emails, including business and consumer emails will be sent worldwide on a daily basis. Further, that number will grow by about 4.4%; by 2021 an estimated 319.6 billion emails will be sent and received daily.

| Content Marketing

Types of Digital Forms that generate Leads with the Highest Customer Conversion Rate According to B2B Marketers Worldwide, Sep 2017

% of respondents



Source: Ascend2, "B2B Lead Generation to Increase Conversions: Strategies and Tactics to Optimize performance" sponsored by netFactor, Sep 26, 2017

Ascend2's recent research shed light on B2B marketers can perhaps make their conversion process a little easier. After surveying B2B marketers worldwide, regarding issues such as which online forms drive the most conversions, they found the answer was content offers or content downloads.

The poll showed that 2/3rds of content downloads generated leads with the best conversion rates, when compared to webinar registration (45%), demo requests (37%), surveys and polls (26%) and even free trials.

The research went on to show that a wide majority of B2B marketers (79%) indicated that their lead-to-conversion rates were improving, which was possible a sign that the overcoming influence of digital technology is aiding in their efforts.

Marketing Automation

Marketing Automation Tactics Currently Used by Email Marketers Worldwide, Jan 2017

% of respondents

Email automation (e.g., customer onboarding)

65.5%

Basic profile-based targeting

32.8%

Personalization using dynamic content

25.4%

Broadcast timing based on location, sign-up time or time criteria

16.9%

Advance segmentation

14.4%

Lead scoring

11.8%

Source: GetResponse and Smart Insights, "Email Marketing & Marketing Automation Excellence 2017" in collaboration with Content Marketing Institute(CMI) and Holistic Email Marketing, March 30, 2017

Even though it is not the whole automation platform, almost two-thirds of email marketers worldwide use email automation in the B2B sector. However, more advanced automation techniques are not as popular, according to a January 2017 survey from email marketing software provider GetResponse.

GetResponse has found that Marketers are using Automated Email not only to inform customers about company news, offers and promotions, but also for customer onboarding and to ask for feedback.

When it comes to enhancing email with more advanced automation techniques, however, only a third of email marketers surveyed, used automation for basic profile-based targeting, or targeting email content based on individual personas and behaviours.

The challenge is that for most it is not that they do not want to use these techniques, the tech stack is not fully integrated and the customer data that would make it possible to create dynamic content or engage in profile-based targeting, is still heavily siloed, with more than 36% of marketers sighting it as their top marketing automation challenge, followed closely behind by the quality of customer data.

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