

B2B Marketing Trends in 2023 to Watch Out for

1

Hybrid & Online Events

86% of B2B companies experience positive ROI from their hybrid events.

Online & hybrid events are taking center stage in marketing as they continue bringing more innovative experiences to the table compared to live events.

Significant Perks:

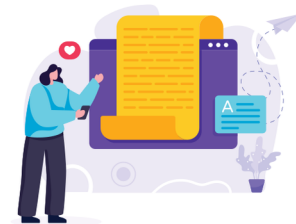
- Unparalleled attendee and networking capacity
- Budget-friendly
- Flexibility to adapt

2

Sales-Enabled PR

Fusing PR with sales creates a formidable team that focuses not so much on short-term PR objectives as that on long-term business goals. It helps in:

- Driving demand
- Lead nurturing
- Shortening sales cycle
- Driving revenue growth



3

AI and Other Tech



Technology is turning into a household name in marketing as the latter keeps getting challenging and complex.

AI, ML, big data, Web3, Extended Reality, etc., are some technologies driving the wheels of B2B marketing forward now.

Key advantages:

- Faster, more efficient, and tailored marketing processes
- Improved communications and CX
- Better marketing insights and predictions

Authority, value, and thought leadership – all can be put together into creating content; the catch is to offer it as gated content in exchange for information like name, email, company, and other info.

Benefits:

- Driving demand through value sharing
- Capturing lead information
- Amplifying brand image and value

4

Gated Content

83% of marketers prefer quality over quantity when it comes to content marketing.

5

Marketing & Sales Alignment

This alignment has lost the tag of “secondary” and earned the “must-have” tag for businesses.

Key perks of this arrangement are:

- Comprehensive view of leads and customers
- No gap or redundancy in outreach
- Better CX and implementation of customer feedback