

# CURRENT TRENDS IN THE WORLD OF B2B MARKETING

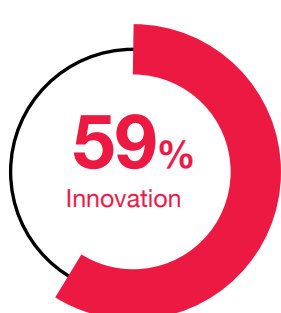
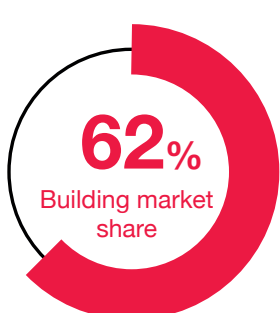
What's keeping b2b marketers awake at night? What are the major trends influencing marketing strategies? Our latest survey reveals the biggest challenges and opportunities facing b2b marketers in an attempt to understand how they are planning to succeed this year.

B2B International recently conducted a survey of 266 b2b marketing professionals across North America and Europe. All survey participants work for large companies (average revenue of \$6 billion) and have a responsibility for marketing strategy.



## THE GROWTH AGENDA

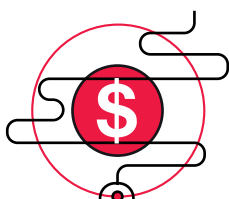
6 years after the end of the Great Recession the top business challenges still relate to growth:



The top marketing strategies businesses are focusing on right now to drive this growth are around...



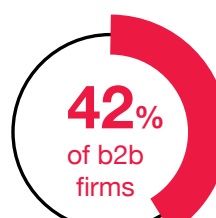
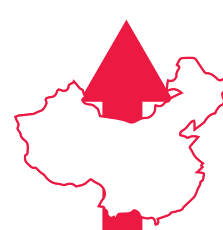
Branding



Value marketing



Customer satisfaction



China is the top country representing significant growth opportunities – for 42% of b2b firms

Only 10-20% sees strong potential in the other BRIC countries.

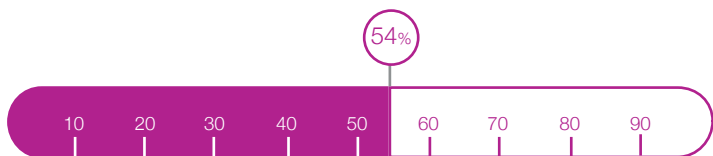
Following China, the US is a key growth market – for 27%

In spite of this responsibility for driving growth, a fifth of marketing professionals say their department has minimal to no influence on the board of their company – more so those in North America

## OPPORTUNITY TO OUTPERFORM THE COMPETITION

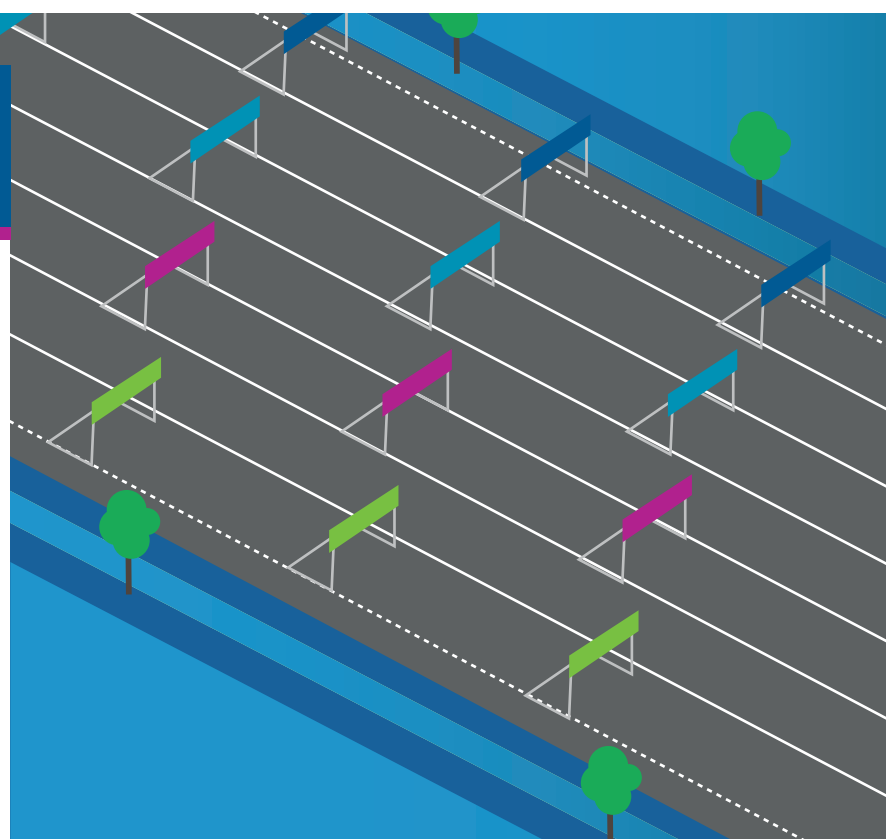
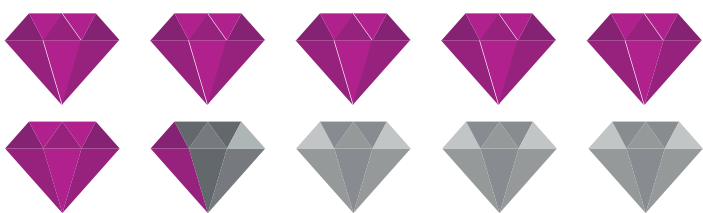
Branding and value marketing are on the agenda and there is much work to be done...

...only a half (54%) of businesses have a b2b brand program in place for measuring brand perceptions



Only 4 in 10 (43%) use a sophisticated b2b segmentation

And the average score they rate their USP (Unique Selling Proposition) is a weak 6.3 out of 10

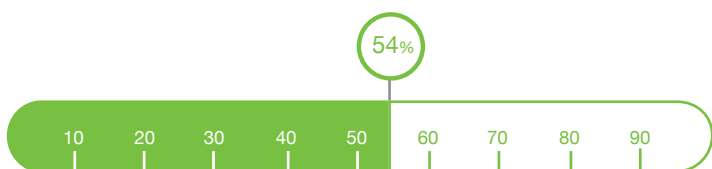


However, b2b companies acknowledge the value of market research to help them grow, with 4 in 10 firms expecting an increase in their market research budget this year – more so knowledge-based companies (e.g. professional and business services) and those in North America

There is therefore great potential for b2b companies to overtake their competitors by investing further in marketing and research on how they position their brand, how they measure brand health, and how they target and market to their customers

## DRIVING CUSTOMER CENTRICITY

There is significant opportunity for b2b businesses to improve the customer experience.

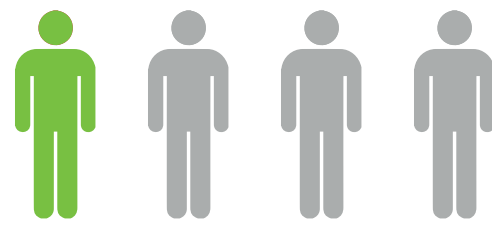


Although 54% of b2b firms are currently focusing on improving customer satisfaction and loyalty...



...only 14% of all b2b marketing professionals say that their company is totally customer centric (where the customer experience is ingrained in the fabric of the company)

Only a quarter of b2b marketing professionals...



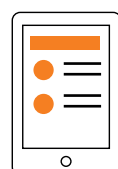
...believe their company makes life easier for the customer

...say their company anticipates customer needs and desires, striving to resolve issues before the customer feels pain

Yet these factors are major drivers of customer loyalty!

## SMARTER LISTENING & LEARNING

Trade shows, exhibitions and conferences are considered the most useful source of knowledge for b2b businesses and are used by 8 in 10 b2b marketing professionals



Social media websites are similarly used by 8 out of 10 businesses and yet these are considered the least useful source of knowledge for b2b professionals

While social media plays an important role, traditional marketing channels still reign

