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 faced by B2B marketers in an attempt to understand how they are planning for success 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 Global Recession, the top business challenges still relate to growth …

- Branding 62%
- Value marketing 59%

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

- China is the top country representing significant growth opportunities for 42% of B2B firms

In spite of this responsibility for driving growth, a fifth of marketing professionals say that 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 45 (43%) use a sophisticated B2B segmentation

And even the score they rate their UK Smart Selling Population is a weak 3.8 out of 10

However, B2B companies acknowledge the value of market research to help them grow, with 60% of firms expecting an increase in their market research budget this year – more than traditional business services and those in North America.

There is significant opportunity for B2B businesses to improve the customer experience.

- Only a quarter of B2B marketing professionals...

Although 56% of B2B firms are currently focusing on improving customer satisfaction and loyalty, …

…only 14% of B2B marketing professionals say that their company is fully customer-driven – and customer experience is a top priority in the top 10%

With social media playing an important role, traditional marketing channels still reign.

**SMARTER LISTENING & LEARNING**

- Trade shows, exhibitions and conferences are considered the most valuable source of knowledge for B2B marketing professionals

- Social media websites are only used by 9 out of 10 businesses and yet these are considered the least useful source of knowledge for B2B professionals

Beyond knowledge

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