

Focus On

B2B marketing challenges 2017

Our latest survey of b2b marketing and research professionals across North America and Europe reveals the key focal points for business during 2017.

1. Focus On: Growth

The TOP 5 marketing strategies

Product development/innovation
52%



Customer satisfaction & loyalty
51%



Value marketing
51%



Branding
50%



Market/customer segmentation
48%



And the 3 TOUGHEST challenges...

Product development/innovation
57%



Customer satisfaction & loyalty
53%



Value marketing
48%



Marketing budgets

38%
expect to spend more



45%
expect no change



16%
expect a decrease



Budget increases are more likely among...

U.S. firms
(44% expect an increase versus 32% in Europe)



Firms with under \$1 billion revenue
(47% expect an increase versus 29% of firms with \$5 billion+ in revenue)

2. Focus On: Brand building

A half of businesses are focusing on branding (including differentiation and positioning) yet only 37% regularly health-check their brand.



The vital signs for brand health:

- Awareness and usage**
Low familiarity + low consideration = little value.
- Brand positioning**
It's crucial to stand for something distinct and better.
- Brand performance**
Does the brand consistently deliver on its promise?

3. Focus On: Enhancing the offer

- Nearly **6 in 10** businesses are challenged by product development and enhancement.
- Yet fewer than **3 in 10** businesses currently use a structured process for ideation and innovation (e.g. Stage-Gate).
- Only **32%** employ compelling Customer Value Propositions - are businesses underselling their offer?



4. Focus On: Customer experience

50% of businesses are focusing on customer satisfaction and loyalty, but...

- Only **38%** rate themselves highly on collecting their NPS (Net Promoter Score) and act on the findings;
- Only **28%** consider their customer journey mapping 'excellent' in identifying critical interactions/touchpoints and improvement areas;
- Only **28%** believe they have sophisticated customer segmentation beyond demographics/firmographics;
- Only **25%** view their customer database as 'high quality' i.e. updated, accessible and accurate.



Listening to the voice of the customer offers a big opportunity to drive customer satisfaction, loyalty and ultimately market share - using tools such as the NPS, customer journey maps, and advanced segmentation (e.g. behaviors, needs).

5. Focus On: The impact of Brexit

- Business confidence** has not taken a massive hit...
Only **34%** of UK b2b marketing professionals are less confident as a result of Brexit.
- UK economy** is the biggest concern...
77% of b2b marketing professionals in the UK and Europe are pessimistic about Brexit's impact on the UK economy.
- EU economy** is also a worry...
Overall **44%** are pessimistic about the EU economy - whereas only 35% of Continental European respondents share the concern.



Focus On Solutions.

For more information or support with any of these key business issues, please contact info@b2binternational.com

About the survey: The survey was conducted online and was fielded between October and November of 2016. The total sample size was n=215 (50% in the U.S.; 30% in the UK; 20% in Continental Europe) comprising large businesses (the average revenue of the sample was \$5.8 billion). All respondents were required to have a responsibility for marketing or market research.