Focus On: B2B marketing challenges 2017


1. Focus On: Growth
   - The TOP 5 marketing strategies
     - Awareness and usage: 54%
     - Customer satisfaction & loyalty: 53%
     - Value marketing: 51%
     - Brand building: 50%
     - Product development/innovation: 48%

2. Focus On: Brand building
   - A shift of businesses focusing on innovating products and services and professionalising their offer (45% expect an increase in Europe, versus 32% of firms with $5 billion+ in revenue)

3. Focus On: Enhancing the offer
   - The vital signs for brand health:
     - Awareness and usage
     - Brand positioning
     - Brand performance

4. Focus On: Customer experience
   - 50% of businesses are focusing on customer satisfaction and loyalty, but...

5. Focus On: The impact of Brexit
   - A third of UK b2b marketing professionals are less confident as a result of Brexit.
   - Only 34% of UK b2b marketing professionals are less pessimistic about Brexit’s impact on the UK economy.
   - 37% of UK businesses have not taken action...