

# 5 B2B Marketing Trends You Need to Know in 2019

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THANK YOU





# The Fourth Industrial Revolution

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Printed advertising



Electronic mediums



Digital marketing



## INTELLIGENT MARKETING





# One View of Your Customer





# B2B Marketers Face Many Challenges

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# Industry Trends Reveal Opportunities for B2B Marketers

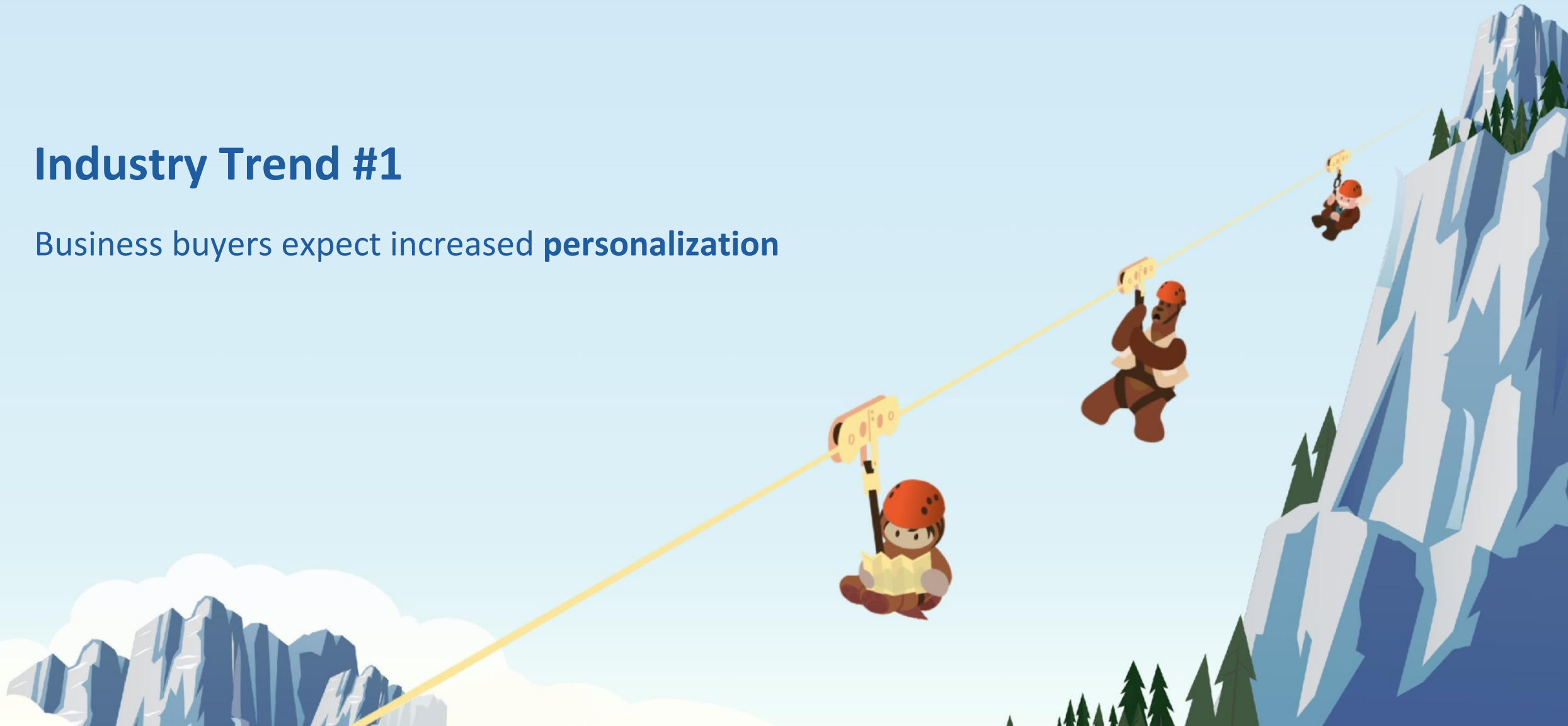
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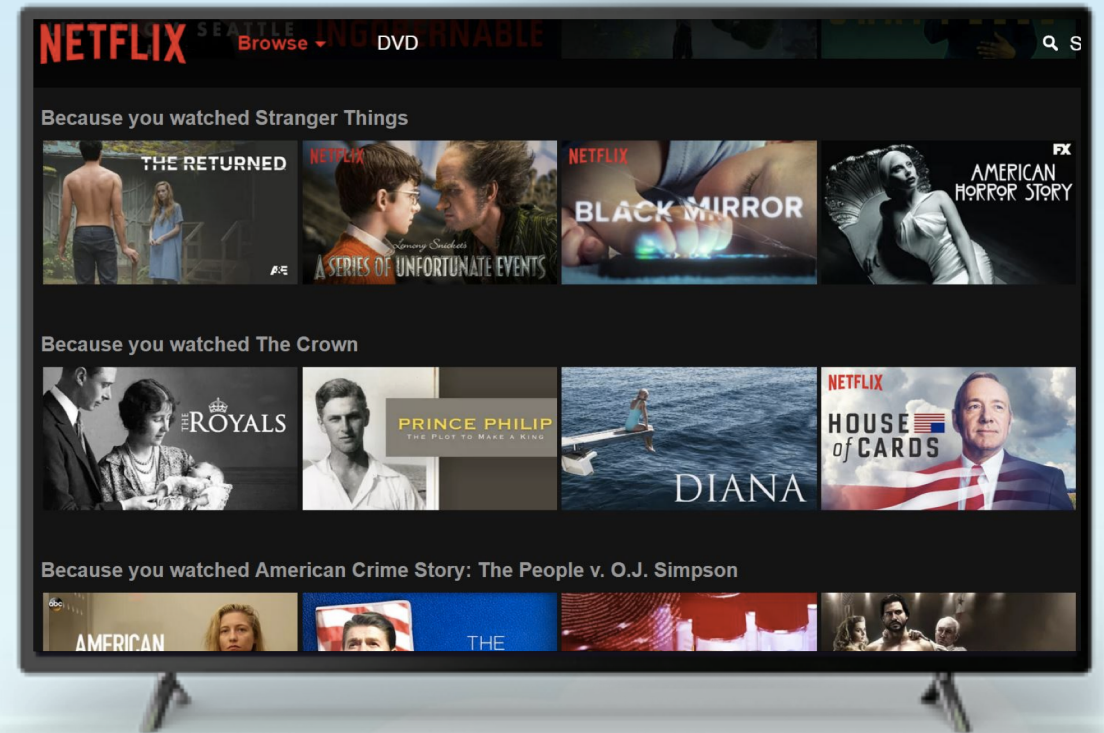




# Industry Trend #1

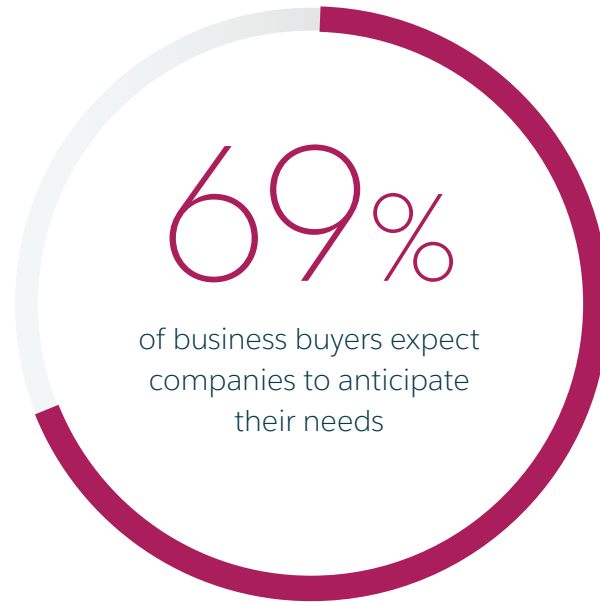
Business buyers expect increased **personalization**







# Business Buyers Expect Increased Personalization



# Customer Data Is Key



Identify  
prospect  
interest



Engage prospects  
with personalized  
messaging



Close more  
deals

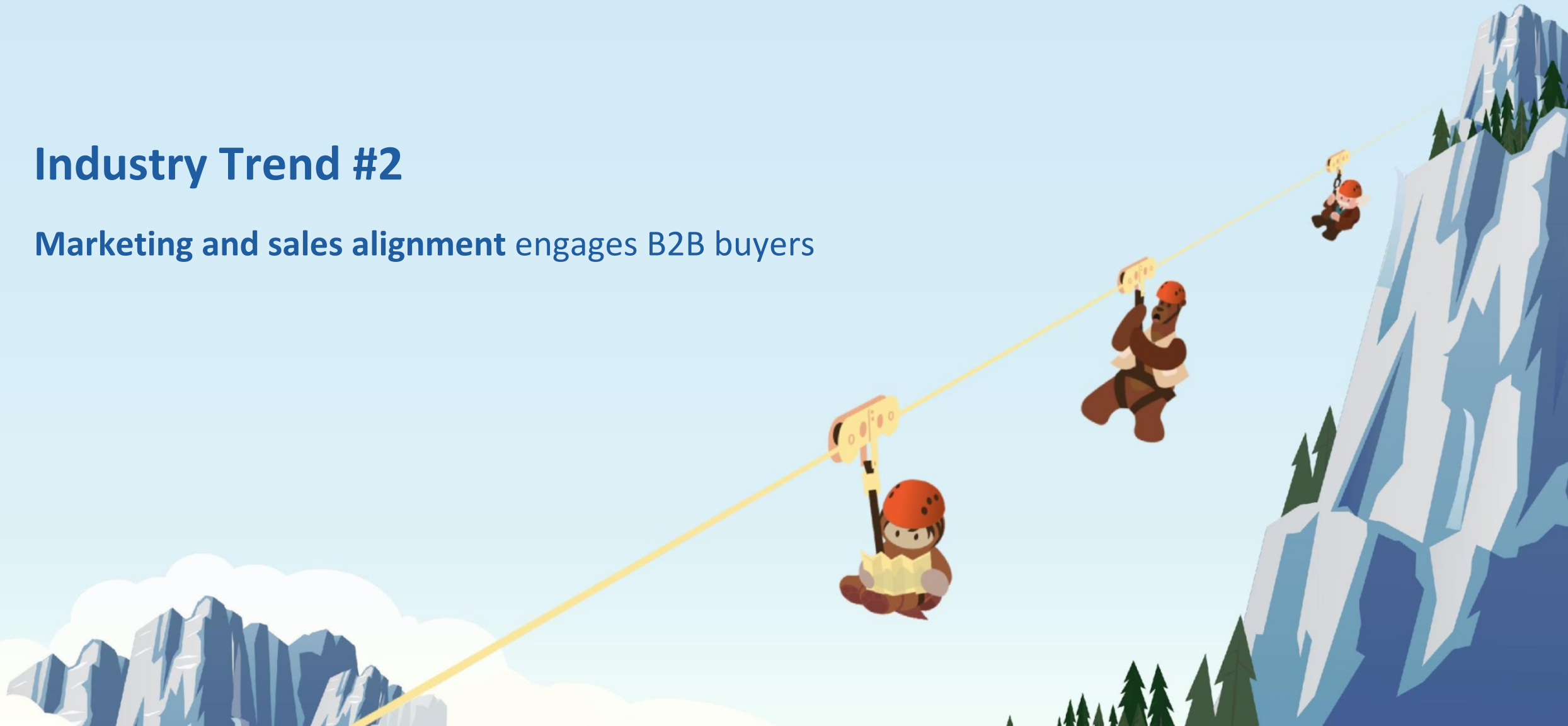
Emilio Reyes Le Blanc  
Fashion Institute of Design and  
Merchandising

200% increase in likelihood to  
become an opportunity



## Industry Trend #2

Marketing and sales alignment engages B2B buyers







# Only Half of B2B Marketers Collaborate



55%

of B2B marketers feel empowered  
to collaborate with sales

53%

of B2B marketers feel empowered  
to share goals and metrics  
with sales

51%

of B2B marketers say there is a  
free flow of data between their  
marketing and sales teams



# Sales and Marketing Teams Win Together



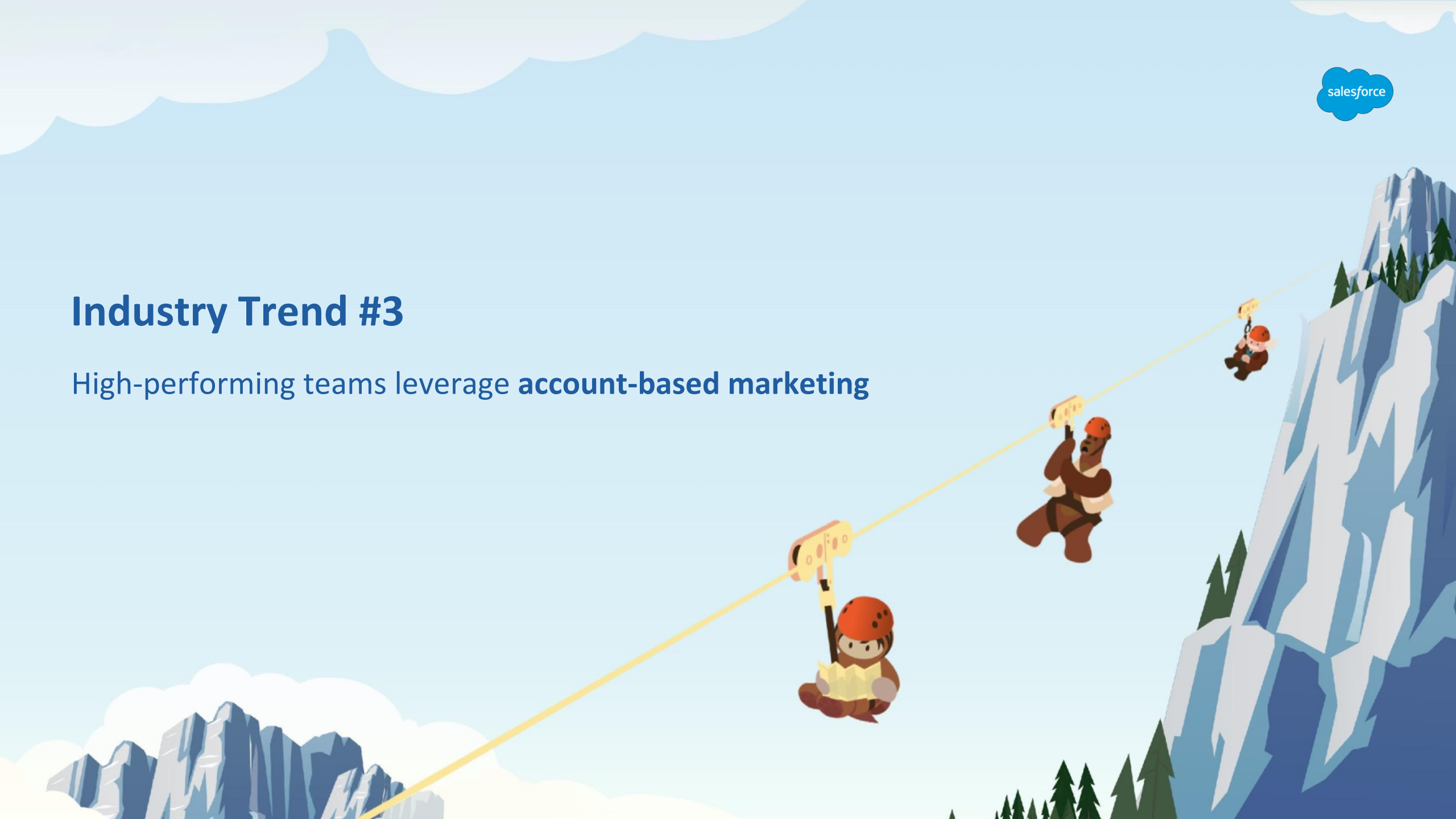


# Build an Enablement Strategy to Align Sales and Marketing



## Industry Trend #3

High-performing teams leverage **account-based marketing**





# What is Account-Based Marketing?



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“Identifying the right accounts that are going to make the biggest impact in your business, then coordinating activities with your sales team so together you can go engage those accounts, close those accounts, and keep them happy customers.”

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- Peter Isaacson, Chief Marketing Officer

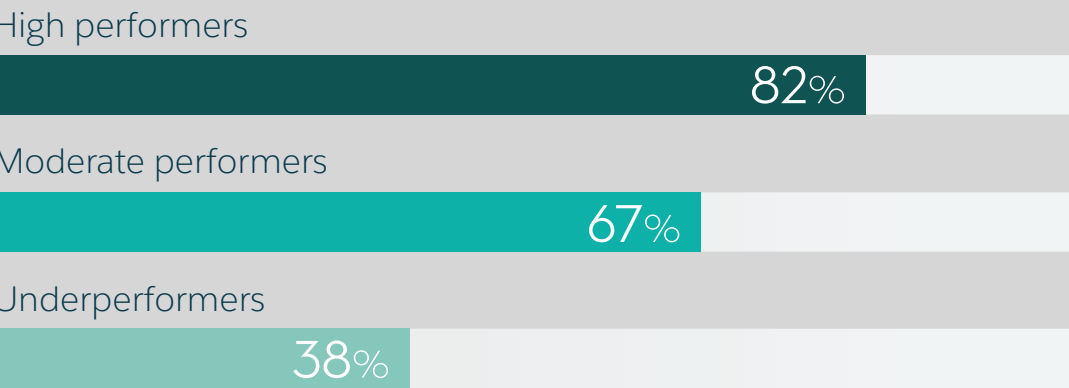
**DEMANDBASE**



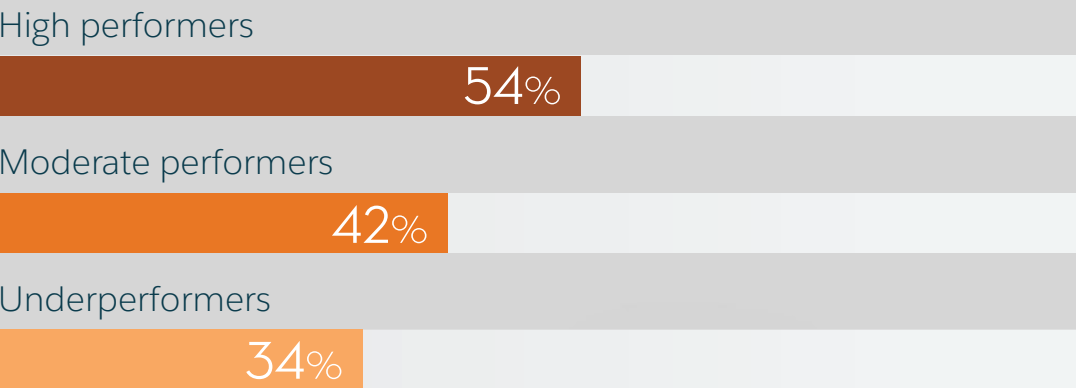
# High-Performing Teams Leverage ABM



High-performing B2B sales teams are 2.2x more likely than underperformers to execute ABM programs jointly with marketing teams:



Top B2B marketing teams are 1.6x more likely than underperformers to collaborate with sales teams on ABM programs:

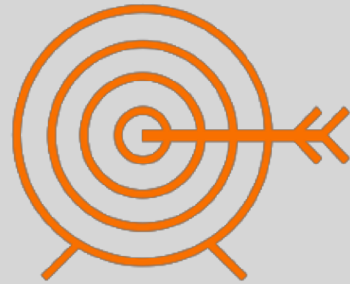




# 4 Steps to Effective Account-Based Marketing



**Align Sales &  
Marketing**



**Identify Your  
Accounts**



**Cross-Channel  
Engagement**

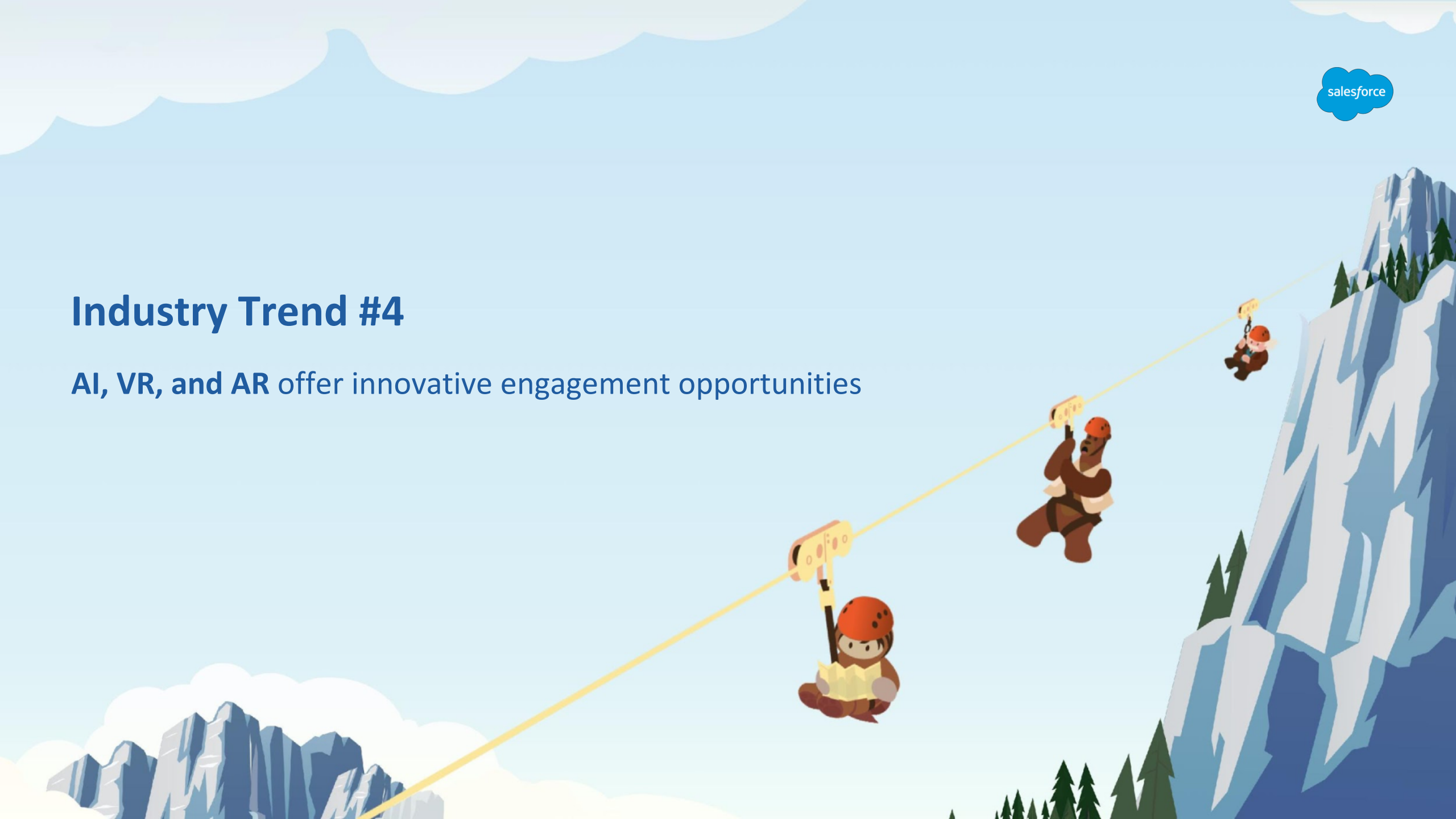


**Measure Impact &  
Optimize**



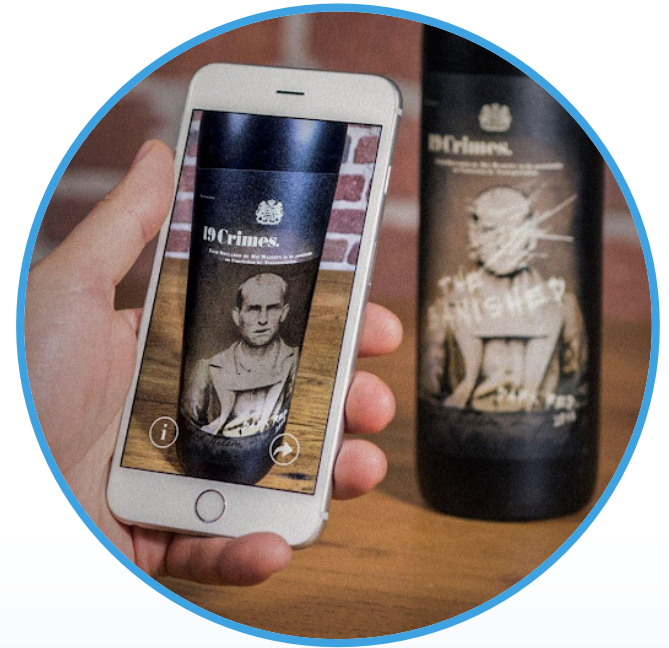
## Industry Trend #4

AI, VR, and AR offer innovative engagement opportunities





# AI, VR, and AR Offer New Engagement Opportunities



# B2B Marketers are Increasingly Adopting AI



AI usage has jumped **23%** over the past year, and marketers are using it for a number of reasons, such as:

Real-time next best offers

Predictive journeys

Improved segmentation

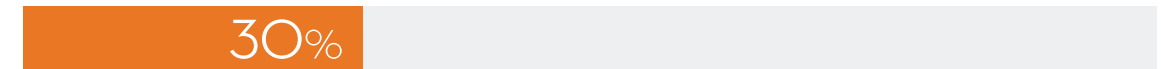
Programmatic advertising

Dynamic landing pages and websites

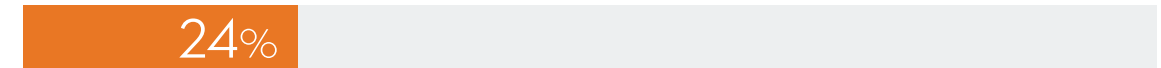
Business buyers who expect “Amazon-like” personalized customer experiences



B2B marketers who are using AI in 2018



B2B marketers who were using AI in 2017\*





# VR and AR Can Help B2B Companies Close Deals



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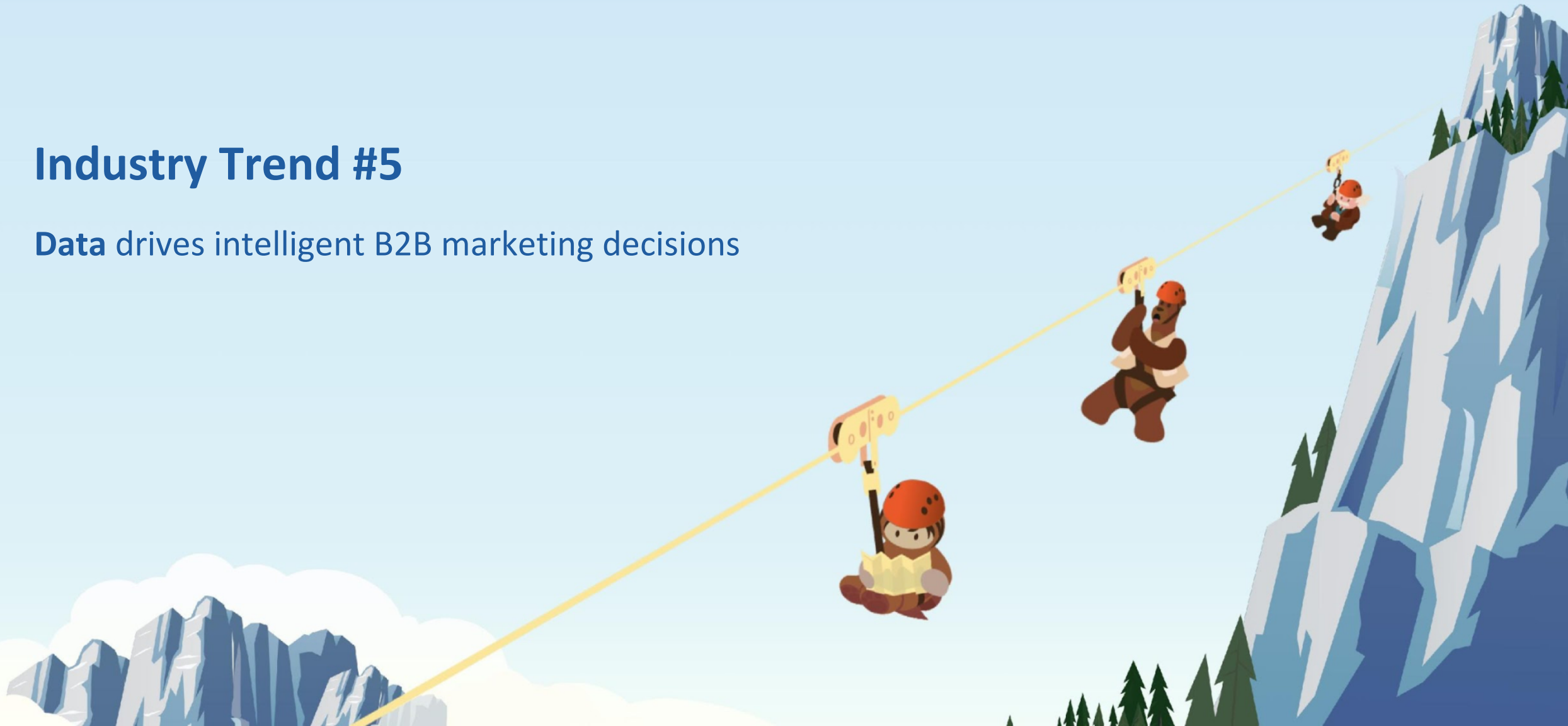
**More than 25%** of B2B marketers are using VR or AR to help customers visualize complex or hard-to-ship products.

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## Industry Trend #5

Data drives intelligent B2B marketing decisions





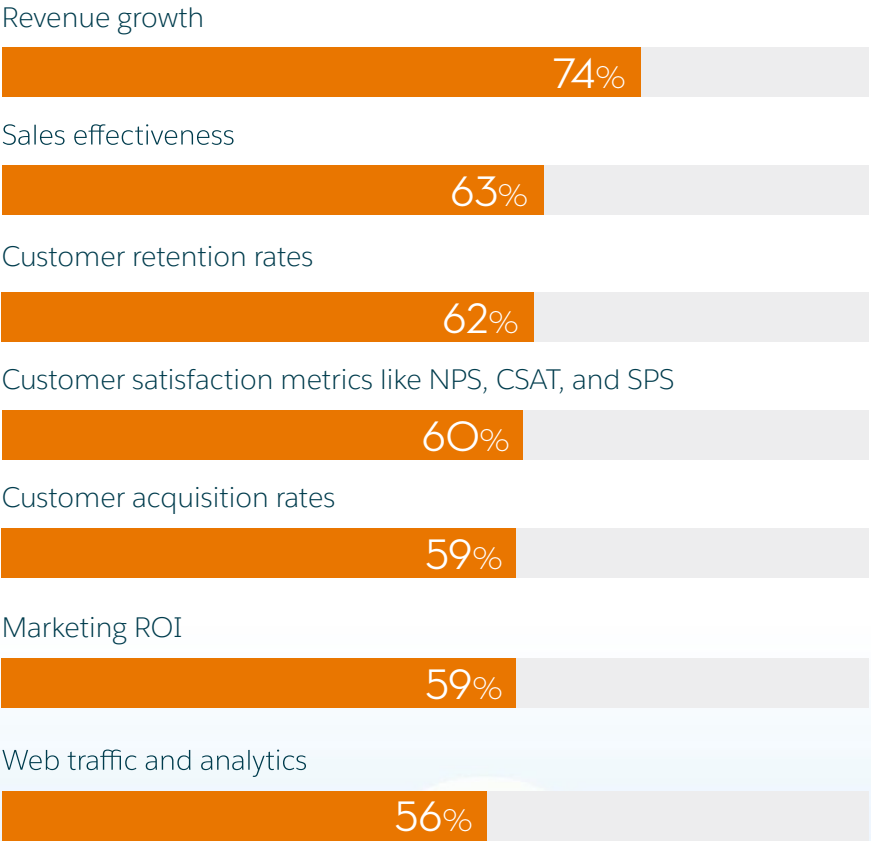
# Data Drives Intelligent B2B Marketing Decisions



B2B marketers are keeping a close eye on their data to measure marketing success



## Metrics tracked by B2B marketers:



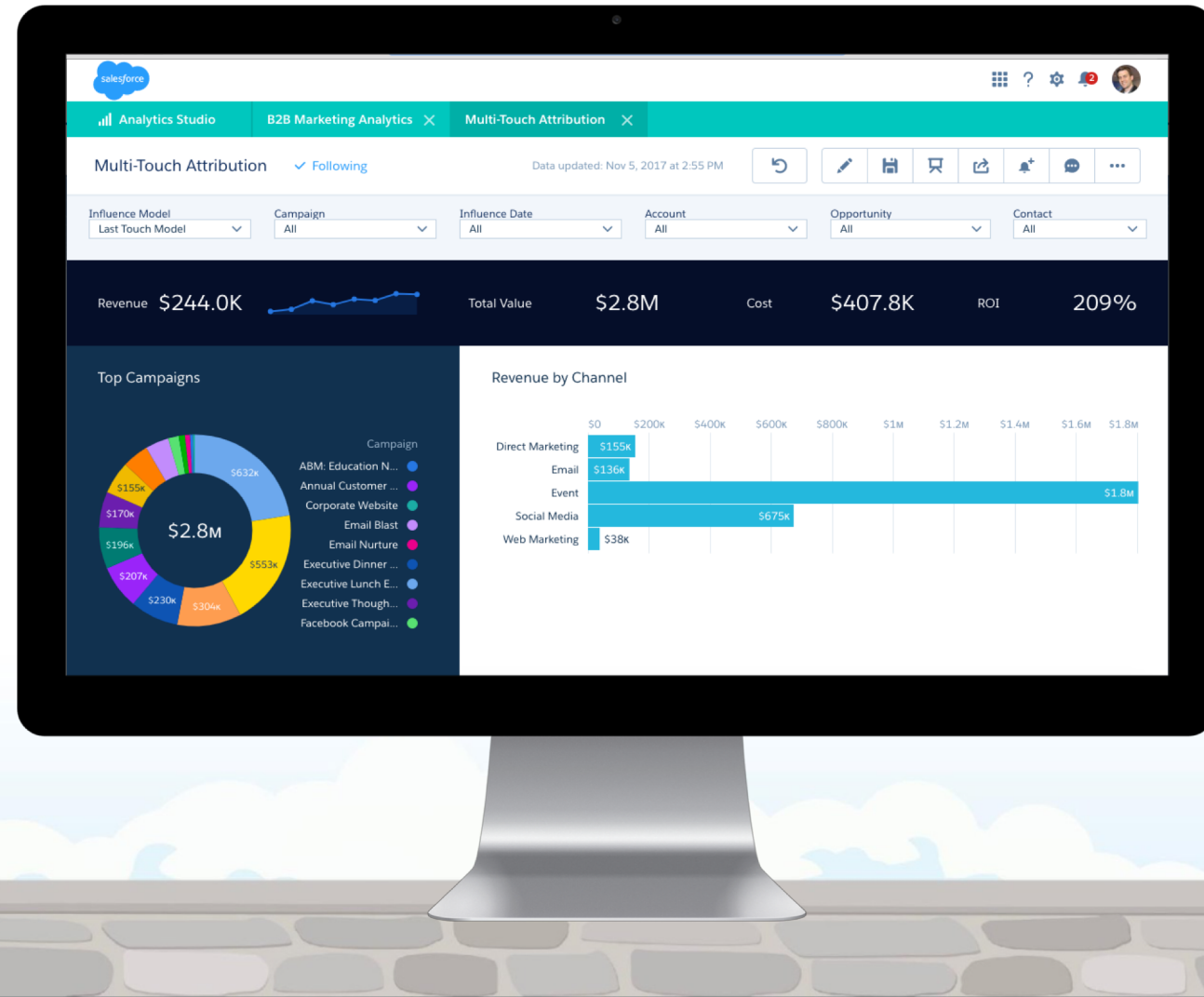
# Data Shows the ROI of B2B Marketing



B2B marketers are still discovering how to effectively analyze and activate data

Three metrics to measure:

- First-touch attribution
- Last-touch attribution
- Multi-touch attribution



# What to Expect in the Future of B2B Marketing



The future looks bright for B2B marketers:

- **Personalized** B2C experiences for B2B buyers
- Increased **marketing and sales alignment** to win business
- Continued emphasis on **ABM**
- Marketers push the envelope with **AI, VR, and AR**
- **Data** drives decision making





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# Appendix





# B2B Marketers Face Numerous Challenges

A 360-degree customer view is tough to achieve



How can we deliver the connected experiences customers have come to expect?



# Doing Well and Doing Good



**People**

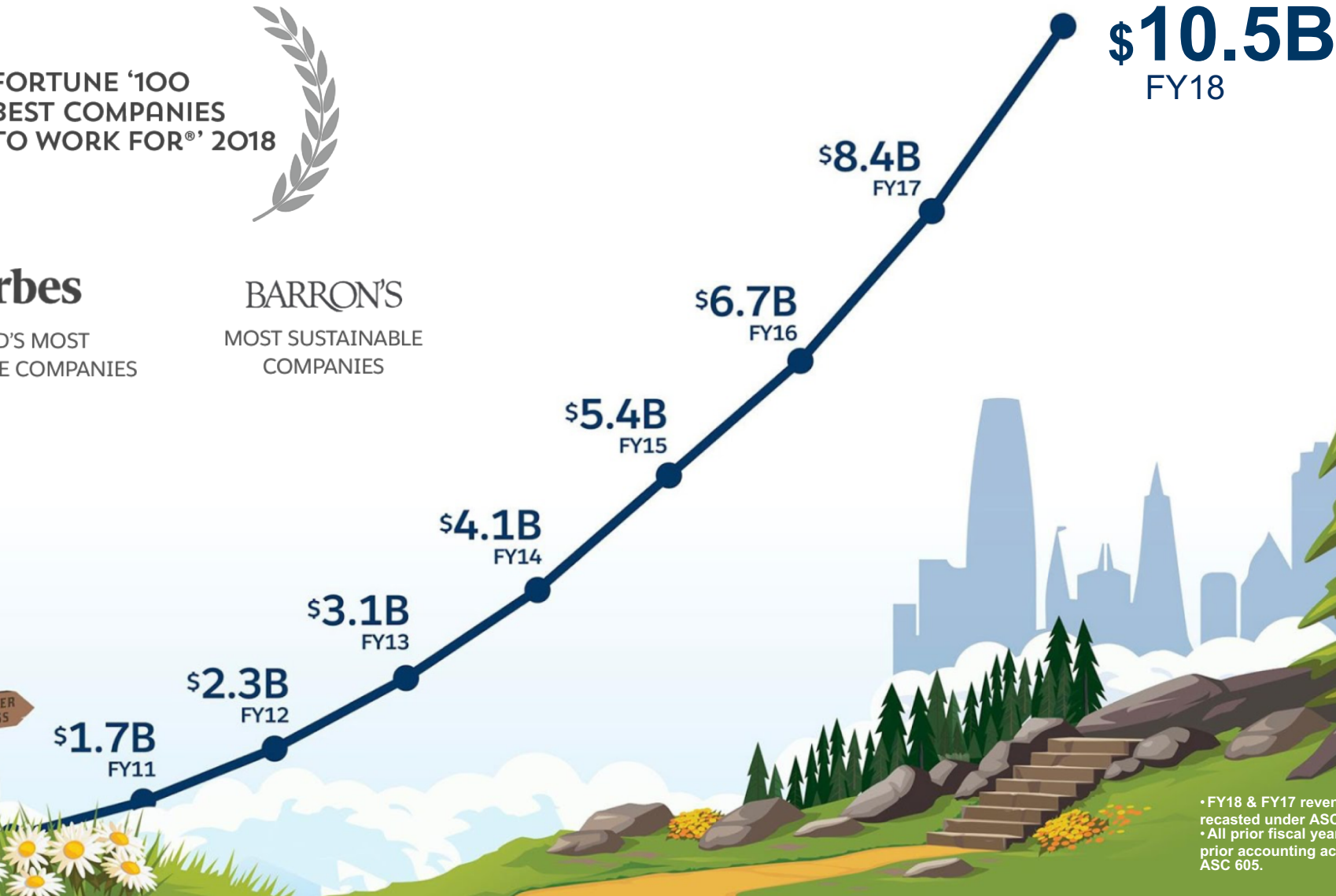
#1 TOP 50 COMPANIES  
THAT CARE

**Forbes**

WORLD'S MOST  
INNOVATIVE COMPANIES

**BARRON'S**

MOST SUSTAINABLE  
COMPANIES



• FY18 & FY17 revenues as recasted under ASC 606.  
• All prior fiscal years are under prior accounting accounting ASC 605.



ticketmaster

amazon business

vmware

Prezi

COX  
AUTOMOTIVE

FIDM

lyft business

SPCA

# Trailblazers

CUSTOMER  
INNOVATORS

TECHNOLOGY  
DISRUPTORS

COMMUNITY  
SHAPERS



# Marketers Are Embracing Opportunities

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# VMware is up to the challenge

Scaling success across a global enterprise



**Grow  
Account  
Relationships**



**Close Key  
Accounts**



**Optimize for  
Success**

**Nick King**  
VP of Cloud Marketing  
VMware

