



22 Marketing Ideas for 2022

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Introduction

During 2021, B2B marketers navigated changing customer habits and realized the increased importance of digital in generating revenue. Now that virtual and hybrid business landscapes are the norm, there will be many new tactics and strategies needed to achieve marketing success in the year ahead. To help your team start 2022 strong, we've compiled 22 marketing ideas for 2022.

Strategies to Adapt to the 2022 Digital Marketing Landscape

Small and medium-sized businesses will need to successfully execute the transition to a digital-first and customer-first outlook in order to prevail. This change will require a significant shift in the way businesses approach selling strategies, managing their team, and investing in technology. Keep reading for our top 6 recommendations on how to adapt to the 2022 digital marketing landscape.

1

Align your sales and marketing and tech teams

If the unification of your sales, marketing and tech teams wasn't a priority for your business in 2021, it needs to be. Brining these teams together creates collaboration and unity among important decision makers to plan strategy and more efficiently execute operations to solve overall revenue objectives. The beginning of a new year is the perfect time to re-evaluate and implement a top-down strategy to ensure revenue-driving efforts aren't siloed and that approaches for open communication are set in place.

2

Adapt to new buying cycle and diversify lead sources

In the last year, the B2B customer journey has dramatically changed, and your team's funnel strategy must follow suit to adjust. Buying behavior now includes extended timelines for lead qualification and opportunity management, shifting successful organizations' selling approach. It's imperative to focus on growing and diversifying lead sources by executing prospecting activities that directly impact the beginning of the buyer's journey.

3

Redefine qualified opportunities to increase pipeline

Now that pipeline creation is your main focus, this is a great opportunity time to review how your organization defines qualified opportunities. It's vital to have clear standards set in place on what is classified as a lead and what is classified as an opportunity. A lead should not move forward to an opportunity until your team has established a legitimate need, important decision makers and most importantly, an intent to consider a purchase.

4

Strengthen revenue opportunities with new tech

How are your technologies connected to your revenue operations? Do you have integrated sales tech and martech in your stack? It's crucial to establish a single source that all revenue-generating teams can connect to and that your revenue operations tech integrates well with it. Use the new year and new budget to contemplate how your organization can best solve replenishing lost pipeline with integrated solutions. This could mean investing in marketing automation technology, marketing services, or solutions that clean and enrich data to guarantee a strong foundation for revenue generation.

5

Understand your level of marketing maturity to drive growth

In the new year ahead, the ability to understand and grow in marketing maturity is more critical than ever for marketers. Marketing maturity frameworks provide the opportunity to assess the processes, tactics, technology, data and outcomes of your organization and understand where your organization placed within that spectrum over the past year. Use this understanding in 2022 to identify gaps between where your company is and where you want to be. By seizing opportunities for improvement, your team will create more effective marketing and, ultimately, revenue success.

6

Implement managed services to supplement your team

As you look ahead to 2021's yearly marketing goals and objectives, take stock of your team's strengths and skillsets. If there are competing priorities ahead, your teams will face barriers to success. Managed marketing services can be the solution. By adding managed execution services, you can supplement the skillsets you already have on staff with outside expertise, enabling your team to execute on their marketing strategy more efficiently and effectively than ever before.

Tips for Using Multi-channel Marketing to Engage Your Audience

The fight for attention in the upcoming year will be at an all-time high. Buyers are constantly being bombarded with ads from businesses that are competing for mindshare across email and all social media platforms. How can you stand out? Observe where your potential customers are receiving information that influences their purchasing decisions and tailor your marketing efforts appropriately. We've gathered our 5 recommendations for implementing multi-channel marketing into your approach.

7 **Employ campaign automations to increase customer retention and re-engage customers**

Take a look at your customer retention rate during the 2021, what trends do you see? Do you notice that customers fall off after a period of time, after showing signs of disengagement? Implementing automated campaigns can address this problem by re-engaging customers. Implement this tactic by conducting an audit of the last year and creating a marketing list of customers who haven't used your products in the last 6 months, or whatever time frame is most relevant. Then, use campaign automation to send them something truly valuable, like a new feature release they might be interested in based on previous requests. When used effectively, this strategy will pique their interest and re-engage them in your brand again.

8 **Increase brand credibility with online reviews and customer case studies**

In 2022, brand authenticity and credibility will be more important than ever. No more do prospects have to schedule calls or demos to receive detailed product information – potential customers have the opportunity to easily assess all aspects of new purchases immediately online. To adapt, consider re-evaluating your approach to online reviews and case studies. Third party review sites serve as a reliable, unbiased view of your brand, so experiment with implementing interactive or reviews and monitor their performance. By making these elements a top priority in your marketing strategy, you'll offer prospects an exclusive look into how others benefit from your products, and how they can as well, removing objections before they arise.

9 **Use cross-channel marketing to align content on all platforms**

With a dizzying array of different online opportunities available for potential customers, it can be overwhelming for prospects. To provide your potential customers in 2022 with a stellar customer experience, your content on each channel needs to work together to provide context to the different messages your audience receives to provide a clear picture and value proposition. This will enable your team to not only execute powerful marketing strategies but also unify your data within a customer data platform, ultimately generating more meaningful insights into customer behaviors and increased engagement. Higher quality insights lead to greater opportunities to improve your sales, marketing and customer service for your customers. Additionally, the more aligned touchpoints you have, the more data you can collect to further improve your customer's overall experience.

10 **Create an authentic network on social**

Creating connections with your customers in 2022 should be a top priority – but it can often be much easier said than done. To foster an authentic network, you need to create unique and valuable content, listen and engage with your audience, define your brand voice, and stick to a consistent posting schedule. Beyond a consistent brand voice and posting schedule, if you want your audience to be more receptive in trying your product or services, you need to earn their trust. Do this by sharing valuable thought-leadership content and interacting with your audience's content regularly. Additionally, your brand aesthetic should be similar across all of your various platforms online, from your website and emails to your social media presence, tying into your larger multi-channel strategy.

11

Use social media to nurture leads and incentivize action

With a longer buying cycle and an emphasis on re-filling your pipeline, it makes sense to focus on expanding prospecting efforts in 2022. To achieve this, add social media marketing into your sales strategy to magnify your efforts when nurturing new leads. Execute this by delivering a variety of content that caters to your customers in the different stages of the buyer's journey. For buyers who are not familiar with your product or industry, publish educational, thought leadership content that helps them understand the bigger picture. For buyers who are further along and may be close to the purchasing stage, promote and tease product demos to show how your products or services can address their needs.

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Use social selling to build brand reputation

How did your organization utilize social media in 2021? In addition to your corporate accounts, do you have a network of engaged social advocates? There's another point of view that's equally as important as your organizations' and needs to be represented in 2022 – your sales team. Implementing social selling allows your sales team to establish credibility and creating a community on social media by creating their own brand narrative. This includes posting relevant content, connecting with prospects and interacting with customers. In turn, if your sales team uses social media to identify, engage with and nurture prospects, they will better understand the role that social plays throughout the organization and become passionate online ambassadors of your brand.

Ways to Cater to Your Customers in 2022

It's no surprise that in 2021, almost everything B2B marketers did was impacted by digitalization. Arguably the most important trend that emerged was how customers connect with others and make purchases. This illuminated the fact that if companies want to drive revenue, they must anticipate customer behavior and make them the center of their business – full stop. Restructuring your business to be customer-centric in 2022 should be your guiding light on refilling pipeline and garnering new sales. Below, we explore 6 ways to adopt a customer-centric approach.

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Shift to a go-to-customer strategy to meet your customers' needs

The shift to a Go-To-Customer strategy is long overdue for B2B marketers. To be successful in 2022's digital landscape, you must create a strategy that meet to your customer's needs, not your companies' wants. How? Reframe your approach from going "to market" to going "to customer" by aligning your revenue strategies with your customers actions. This means creating business goals concentrated on understanding your customers deeply, observing customer behavior and meeting them where they are.

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Deeply understand your customers to create personalized content

The first step in meeting your customers where they are in 2022 is knowing how to find them and who they are. With a vast sea of digital platforms available, your customers will use whatever channel is most convenient form them. To build trust, you must determine what channels they use to do research, engage with companies, and make purchases. You must truly understand your customers' problems and the role your products and solutions play in solving them.

15

Create customer-centered values and business goals

Consider how your company prioritized customers in 2021. How were your company's core values reflected in company culture? Shift this in 2022 by using customer insights to inform your future strategy. Dig deeper than, "we put our customers first." Envision how and why you prioritize your customers and elaborate from there. If done correctly, your corporate ideals should mirror your customer's experiences.

16

Optimize your email marketing strategy with audience insights

Was your email marketing strategy in 2021 fueled by solid audience insights? If not, make this a centering strategy in 2022. Using customer insight data to create email campaigns is a positive cycle – it continues to generate more quality data based on the performance of each subsequent campaign. This cycle of data being the input and the output of marketing efforts is highly beneficial your organization and consumers alike. Audience insights gained from data-based initiatives can be used to further refine targeted marketing efforts and give customers what they really want all while increasing revenue.

17

Optimize your website to increase customer ease

2021 demonstrated the importance of a digital-centered customer journey. To be successful, sales and marketing efforts need focus on the front of the buyer's journey in 2022, with an optimized website being one of the most important tactics. Casual visitors and customers alike expect to be able to quickly find the answers to their questions on your website. When they are unable to sort through the information on your website, they need a way to get help immediately. One way to accomplish this ask by installing a live chat bot tool on the pages that have the most visitors. This gives you the additional opportunity to collect insight on your customer's needs while also addressing their questions.

Data-driven Marketing Tactics to Drive Results in 2022

Data has always been important, but the reliance on good, clean data to support importance of data-driven marketing is now imperative to marketing and sales success. Data can help improve personalization, drive sales and foster loyalty – all of which are greatly needed for the year ahead. Rounding out our 22 ideas is our 5 suggestions on how to drive marketing success with data-driven tactics.

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Use data-driven marketing to increase revenue

How did your organization monitor and make use of customer driven data in 2021? If it wasn't the driving force of your overall marketing strategy, it's time to make a change. When you generate, maintain, utilize and optimize customer data and put it at the center of your marketing strategies and tactics, your marketing will become more targeted and effective. From there, the revenue follows. The key to increasing revenue in 2022 is understanding customer needs and behaviors to create and execute a successful marketing strategy.

19

Strengthen revenue operations by utilizing clean data

Take stock of your data health in 2021 – is it clean: meaning no missing data or duplicate entries? More than likely, there is room for improvement to correct inaccuracies. The risks of dirty data are high and all lead to lost revenue – whether it is due to lost productivity, opportunities or credibility, or ill-informed business decisions. To stop the cycle on lost revenue and achieve greater growth, organizations must commit to cleaning up their data. The new year is an opportunity to evaluate your data cleaning process and establish a regular cadence for eradicating dirty data in the future. Regular data maintenance should occur twice a year, or even quarterly, and before launching any major campaigns or strategic initiatives.

20

Understand the importance of data storytelling to illuminate customer insights

How can you make marketing data relevant and actionable in 2022? Standalone statistics, graphs and visualizations are not enough to communicate key insights and action points. This is where data storytelling – using data, visualizations and narrative comes in. The success of data storytelling relies on two important elements: understanding your audience and using the appropriate techniques to convey a message. When these elements come together successfully, they have the power to influence audiences and drive change.

21

Update landing pages to increase conversions

Did your landing pages garner the results you wanted in 2021? In order to increase conversions and leads, optimize your landing pages to include clear headlines, one CTA, brief copy, minimal visuals and short forms. Be direct: Ask only one thing of your visitors and be sure it is completely clear what that one thing is. Short paragraphs of a sentence or two and bulleted lists work well. Lastly, don't ask for so much information that your landing page visitors decide that what you're asking for isn't as valuable as your offer. These combined adjustments will result in increased higher-quality leads.

22

Create more accurate audience insights with reporting dashboards

How did your organization manage marketing reporting this past year? If it consisted of pulling together ad hoc reports from a variety of sources – it's time to leave that in 2021. Marketing dashboards provide easy, on-demand access to analyze and optimize campaign and channel performance data as well as providing a clear view of your marketing team's impact on revenue. This is essential to eliminating tedious data integration tasks and endless spreadsheets. Implement marketing dashboards in 2022 to see a complete picture of what's working and what's not across every marketing tool, channel and tactic you use.

Summary

Although 2022 will likely be another year full of more changes ahead, your B2B marketing team will be poised for success by adapting to the digital landscape, utilizing multi-channel marketing tactics, centering your customers' needs and implementing data-driven strategies.

About ClickDimensions

Founded in 2010, ClickDimensions is the leading marketing platform for Microsoft Dynamics, with more than 3,700 customers around the globe and a partner network that spans 76 countries today. As The Marketing Cloud for Microsoft Dynamics™, ClickDimensions is redefining how marketers work and attain results with the only unified marketing technology, analytics and services platform in the market – made exclusively for and natively built within Dynamics.

To learn more, visit us at clickdimensions.com or follow us on Twitter at [@ClickDimensions](https://twitter.com/ClickDimensions).