

The Marketing Survival Guide 2023



Let's Begin

The B2B marketing world in 2023 is sure to be an interesting one as diverse and evolving strategies fully mature, the effects of COVID-19 hopefully ease, and Marketing and Sales teams take the first steps towards unification.

Here are 4 different trends which are set to change the B2B marketing landscape in 2023:

- **Viral Marketing**
- **Sales and Marketing Together**
- **Sales Automation**
- **Omnichannel Marketing**

Viral Marketing is Making it Big in 2023

The era of the 'handshake deal' is well and truly over as B2B buyers and sellers fully adopt the Digital-First approach to business, first set into motion by the global effects of COVID-19. Though the pandemic is no longer at the forefront of our minds, its by-products still impact our daily way of working throughout the B2B and B2C world.

In-person events might be back open but the digital methods in which we have had to or chosen to communicate have evolved since 2019. For B2B marketers to grow their brand in 2023 they need to adopt a more conversational and viral way to digitally market their company.

Social media, websites and ads are great ways to garner interest and awareness for your brand, but with so many other companies doing the same thing, getting your business noticed and having an impact on potential customers has proven to be a bit more challenging in 2022.

The solution is strategic Viral Marketing. Viral Marketing pieces make the audience feel something. Whether they are entertained, educated or engaged, the customer leaves a website or social media page feeling something which becomes a memorable interaction with your company.

Believe it or not, it's more than likely that you have already experienced this type of viral marketing, even in the B2B world. LinkedIn is a fantastic example of how effective Viral Marketing can be.

If you have ever seen or read a post on LinkedIn titled:

Did you know? LinkedIn is not a dating site!

Yesterday I had an interview with

15+ Million people quit their job since April this year...



Or some other type of variation. These posts are all examples of effective Viral Marketing amassing tens of thousands of views. This strategy is so popular there's even a LinkedIn Viral Post Generator now available.

Ahead of the curve, B2B marketers in 2022 noticed how popular and impactful these types of posts were and began introducing the same strategy into other digital campaigns with great success.

“
Going viral isn't something magical that happens one day. The secret to going viral is using templates that get people to pay attention and pay.”

Jon Youshaei,
Product Marketing Manager of YouTube

A Viral Marketing strategy focuses on creating an emotive response through a conversational tone that centers on what the audience is interested in rather than what the business wants to say.

This might seem a bit controversial but it's not too difficult once you get the hang of it.

As an example, utilizing reviews which can be used both on social media and websites, instead of focusing on what the company wants to prove, focus more on how the associated business has been positively impacted.



Change titles like

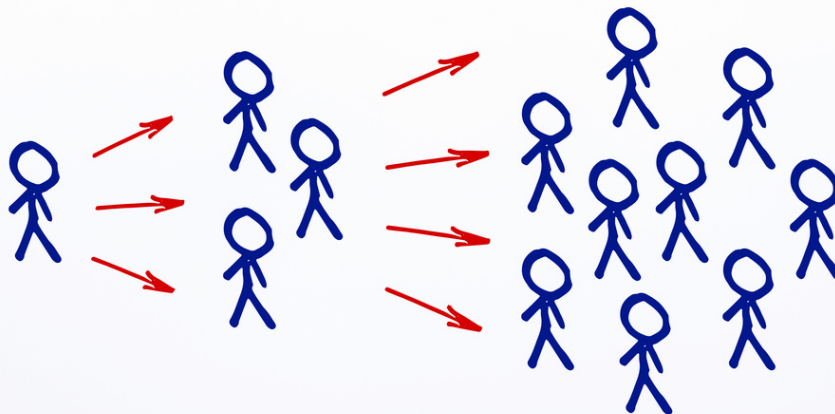
> 'Learn how (company name) helped (other company) to improve their team's efficiency'

To titles like

> 'Team efficiency has always been a sticking point for us and it's often led to lost leads'

This example is more conversational, can be related to and feels less like a sales pitch – it's a viral marketing piece.

Worked into a campaign, content like this can be drip fed to customers to establish trust, brand awareness or prestige in a particular industry.



What you need to remember:

Viral Marketing will dominate 2023 and strategically using it across social media, webpages and digital ads could be the source of your success in 2023. To begin structuring your viral marketing campaign, focus on using conversational tones, emotive tools and always focus on what the audience wants to hear, rather than just what the company wants to say.

Sales and Marketing Together

The B2B customer journey is a complex one. With an estimated 6-8 touch points required to convert a lead and the many different channels B2B customers are now using to research a company before making contact, Sales and Marketing teams have begun to unify their efforts as a way of tracking the constantly changing customer journey.



Significant changes have happened when we measure up B2B customer journeys in 2022 compared to 10 years ago. Customer journeys are getting longer as more touch points are needed such as website visits and social media, and roughly 75% of buyers are

using multiple different sources of information for research before making any decisions.

These changes in the buyer journey have led to 90% of customers looping back and repeating at least one or more stages in their journey.

For B2B companies,

these increasingly drawn out and nonlinear buyer journeys are proving difficult to track, engage and nurture as a customer bounces back and forth from being an MQL (Marketing qualified lead) to an SQL (Sales qualified lead) and back again. This back-and-forth journey is made even more complex when internal teams use different tools and data sources, making a clean lead hand-off almost impossible to achieve.

In 2023, B2B organizations need to prepare for a change in the way their internal teams work. Customers want a smooth experience, regardless of their changing habits, and the only way to adapt is to unify sales and marketing under one area of ownership.

This doesn't mean they become one big conglomerate. Instead, unification focuses on ensuring both teams have access to the same tools, data and resources they need to guide a prospect, ensuring the lead converts from being an MQL and SQL without any misalignment.





What you need to remember:

The B2B customer journey is changing. Potential leads no longer follow a linear customer journey and businesses need to adapt in order to cope with the changing norm. Unifying Sales and Marketing teams allows for better transparency, increasing the seamless efficiency of your internal teams when nurturing a lead.

Can You Clone a Sales Rep?

Cloning a Sales rep could solve many problems especially in the world of B2B where customers don't want to be moved from one Sales rep to another throughout the duration of their customer journey. B2B buyers want one Sales rep they trust and can talk to, but with lots of customers all wanting the same experience from the same person, cloning a Sales rep would be the perfect solution to an overwhelmed schedule.

Unfortunately for us, this technology doesn't exist (yet) and in its place Sales Automation has come into the limelight. Though it's quite a new development, unlike Marketing Automation, Sales Automation has already proven its worth in the B2B world.



Sales Automation has the power to make your reps more productive and effective, which is good news for your bottom line.

Source

B2B Sales is a Human Task

It's long been believed that B2B sales is a 100% human task with many people believing B2B to be a relationship game, where loyalty and business friendships flourish for the benefit of both buyer and seller. However, as we have seen, buyer trends are changing and with the rise of a Digital-First approach taking over all B2B and B2C customer journeys, loyalty won't always keep customers coming back.

Instead, fast, intelligent customer journeys that combine together both marketing and sales interactions are preferred in a world where we are all one-click away from spending money.






It is important, however, to remember that B2B Sales Automation doesn't mean completely removing your human Sales reps from the process.



Instead, Automation does all the little tasks that take up so much of your Sales reps time, subsequently freeing up schedules and giving your teams more time to actually sell. Data shows that only 36% of Sales reps time is spent actually selling, with the rest of their time being spent on time-consuming admin and follow up tasks.



Sales Automation can:

-  Log sales activities and automatically update CRMs
-  Schedule meetings
-  Automatically send follow up emails once a task is completed
-  Work with marketing to intelligently guide and lead score a prospect
-  Provide cleaner data to learn more about your customers

...And more

What you need to remember:

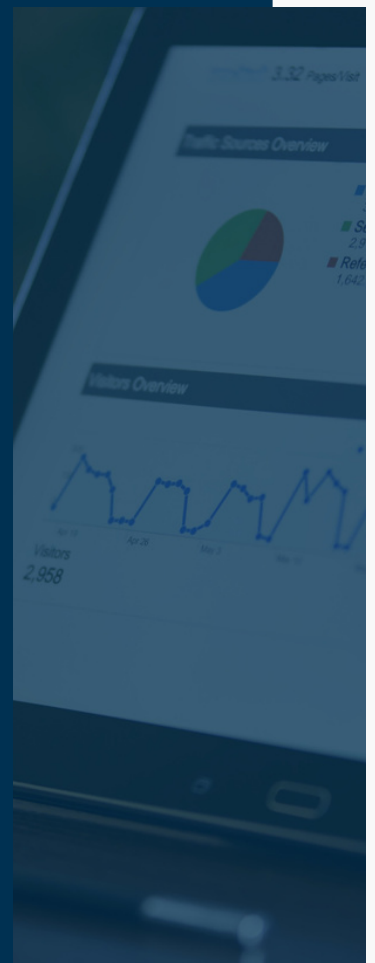
Sales Automation won't replace your internal teams, who your customers trust and rely on, instead Sales Automation gives your reps more time to actually sell, as menial tasks are taken care of.

And more time selling means more opportunities to boost revenue!

The Evolution of Omnichannel Marketing

Omnichannel marketing has become the buzz word of 2022 and definitely isn't a new concept in the B2B world. As giants like Amazon, eBay and Etsy successfully lead the way with Omnichannel Marketing, B2B companies now want to get in on the action. But confusion between Omnichannel Marketing and Multichannel Marketing has started to rise, leaving many businesses unclear and in the dark wondering why their strategies aren't working.

Confused? Don't worry, here are the key differences between Multichannel Marketing and Omnichannel Marketing.



Let's Compare

Multichannel vs Omnichannel Marketing

Multichannel Marketing

This type of marketing involves using multiple different channels to communicate with prospects. These channels could be social media ads, emails, podcasts and so on. **The key differentiator is that the content on these channels will not necessarily share the same message or goal.** Each channel functions in its own way, meaning customers will have to go to that specific channel to access a certain piece of content, creating a fragmented and confusing customer journey.



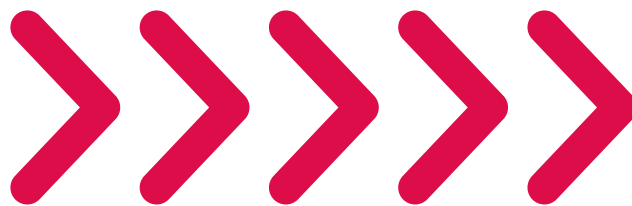
Let's Compare

Multichannel vs Omnichannel Marketing

Omnichannel Marketing:

Omnichannel Marketing uses the same channels as Multichannel Marketing, but the key difference is that the messaging and content is the same throughout. Using analytics, **Omnichannel Marketing directs all prospects towards the same goal with the same content through the use of high traffic channels.**

With Omnichannel Marketing each channel is not competing against the other for the audience's attention, ensuring that all messaging is consistent and providing the customer with a more cohesive and seamless journey. This is especially important in the Digital-First era to ensure your prospects avoid becoming confused or lost in a journey as they interact with your brand on a multitude of different platforms and channels.



9.5%

Research shows that companies with robust Omnichannel strategies experience an annual revenue increase of 9.5%, with a 7.5% decrease in cost per contact year-over-year.

Before you begin creating an Omnichannel Marketing strategy, here are three questions you need to ask yourself:

1. Is my messaging consistent and clear throughout, across all channels?
2. Am I using the channels that work best for my brand?
3. Have I used Sales and Marketing analytics to understand what my customers want?

Answering these three questions provides you with clear direction on how to begin your Omnichannel strategy, making sure it's built for success.

What you need to remember:

Understanding how to construct and perform a successful Omnichannel Marketing strategy is becoming more important in the Digital-First world in order to increase revenue while reducing the

cost of retaining customers year-on-year. Using data and analytics to understand what your customers want, and which channels have proven to be successful, B2B businesses have the opportunity to improve revenue while reducing the costs to capture and retain customers year-on-year.

Conclusion

Change in the B2B marketing world shows no indications of stopping and as prospects increasingly expect the same level of service from B2B companies as B2C companies, marketing strategies need to evolve in order to maintain a competitive advantage.

Viral marketing, Sales automation, unification and Omnichannel Marketing are 4 of the top ways B2B businesses can impact their customer journeys as expectations change.

