

13TH EDITION



2020 B2B

MARKETING MIX REPORT

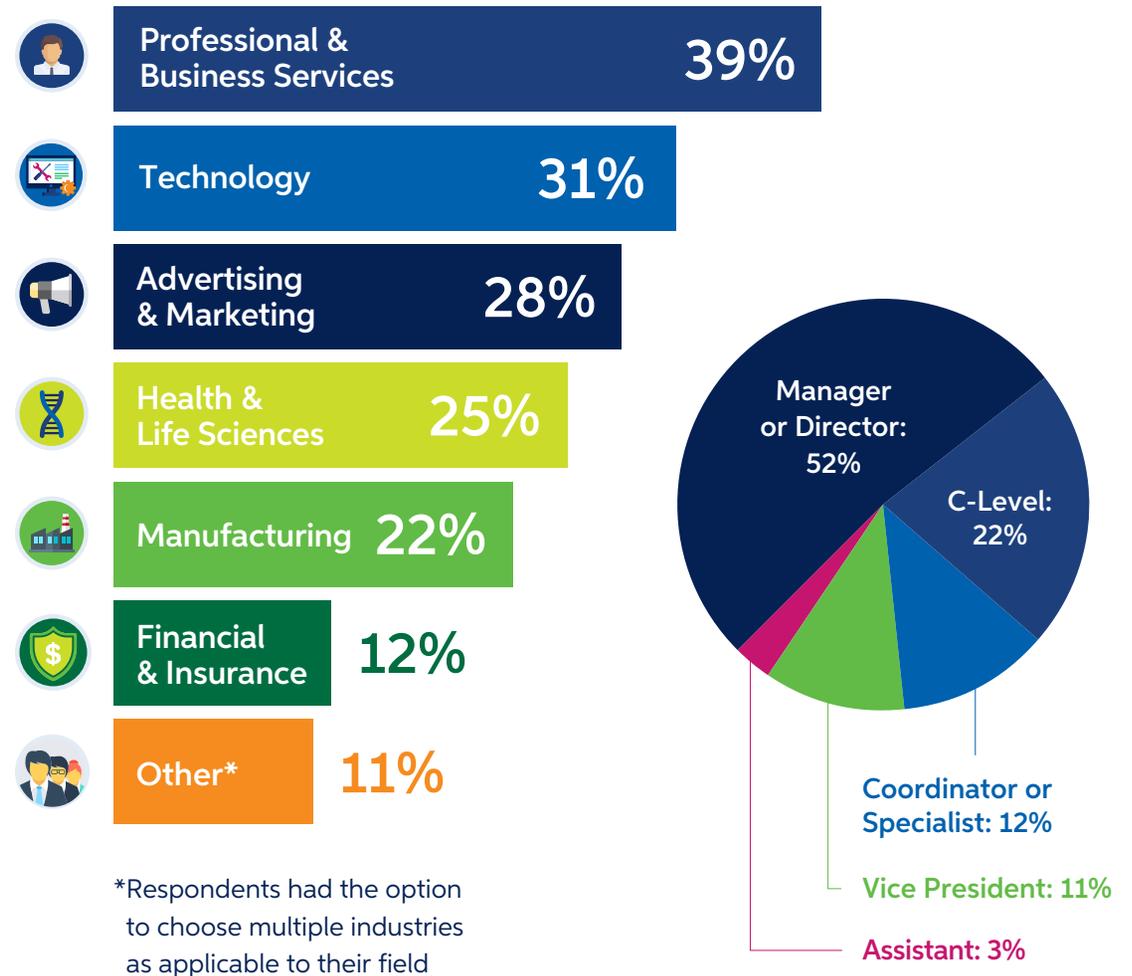


SAGEFROG MARKETING GROUP

This is the thirteenth annual B2B Marketing Mix Report by Sagefrog Marketing Group. Beginning with a survey of B2B professionals in industries from technology and healthcare to manufacturing and supply chain, this report forecasts the marketing climate for the year ahead. It contains data on the B2B marketing strategies and tactics companies will use in 2020.

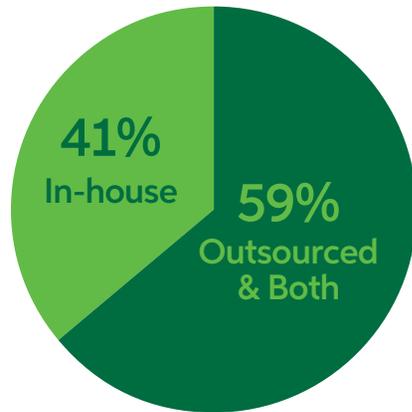
The B2B Marketing Mix Report is a useful source of information on competitive trends and emerging tactics that marketing professionals should consider when planning their 2020 marketing budget and program.

Who We Surveyed

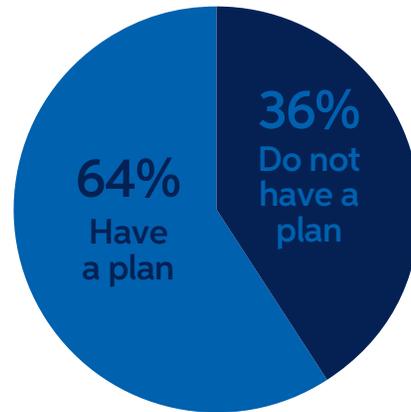


2020 vs. 2019: What's the Same?

In comparing data from the 2019 report to this year's data, certain patterns emerged.



The majority of B2B companies surveyed still use a balance of in-house and outsourced marketing services.



Most B2B professionals still answered “yes” when asked if their company has a formal marketing plan.

“New marketing trends are constantly popping up. We watch new tactics carefully to see which ones help us generate leads and close deals. Those tactics make the transition from passing fad to best practice.”

— Mark Schumker, Co-founder & CEO at Sagefrog

Most Implemented Marketing Tactics

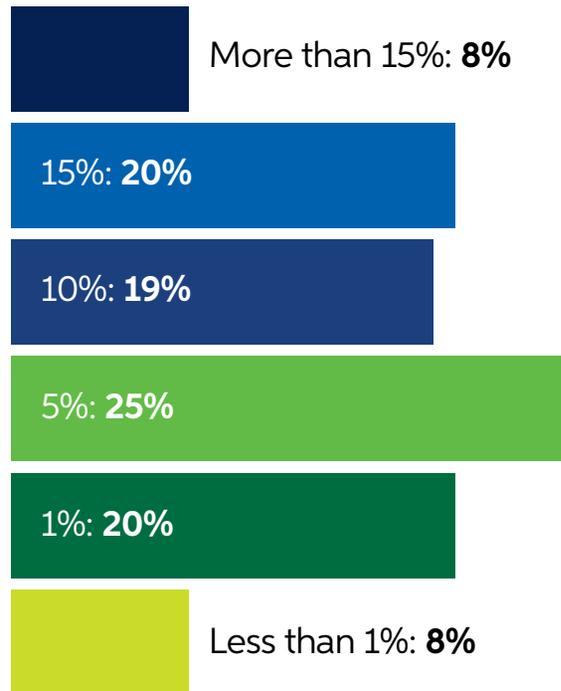
The most implemented marketing tactics are almost identical to last year.



Marketing Investments: Growth on Top of Growth and a Potential Plateau

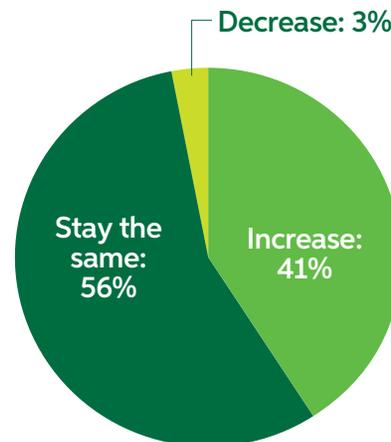
Between 2017 and 2018, the number of companies investing 10% or more of their annual budget in marketing grew about 5%. This growth meant that nearly 40% of B2B companies were investing at least a tenth of their budget in marketing. Between then and now, that number has jumped to almost 50%.

Percentage of Budget Allocated to Marketing



Changes in Marketing Spend from 2019 to 2020

Unlike last year when most B2B professionals reported a plan to increase their marketing budget, this year, most foresee their budgets staying the same.



“Companies can be reticent about making new marketing investments because they’re not sure what the returns will be. A good agency, however, uses KPIs and technology to measure success in real time and optimize upon what’s working while cutting down on what’s not. This is what maximizes results and ROI.”

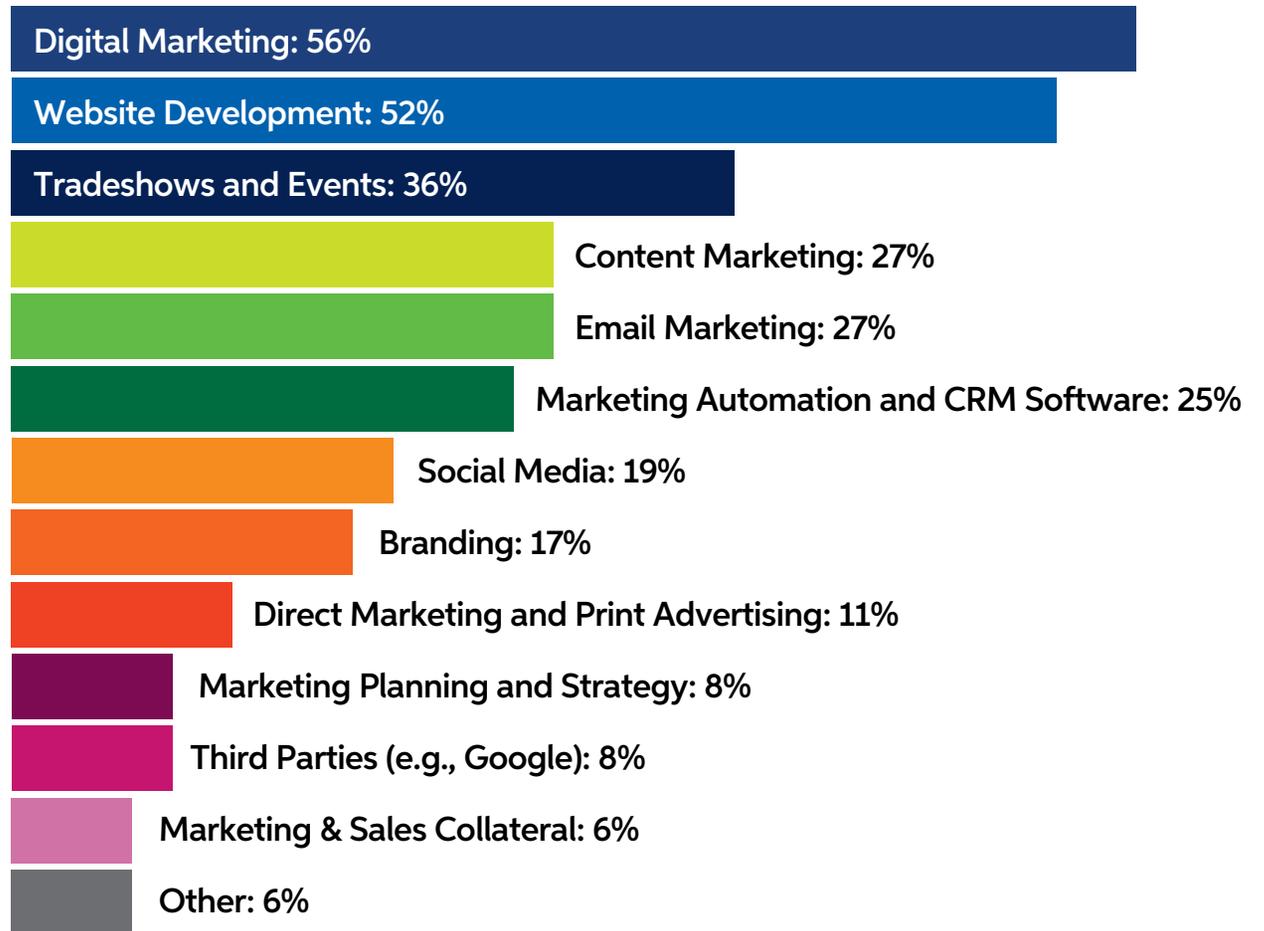
*-Matt Engelson,
Digital Marketing Manager
at Sagefrog*

Content Marketing is the Next Big Investment

We've seen how much companies have invested in marketing, so now let's look at where their money is going.

The top three results are the same as last year and come as no surprise: these categories aren't just priorities to marketers, they're expensive. Content Marketing appearing near the top may seem surprising, since it's known as one of the more cost-effective tactics, but the results on time investment (on the next page) clear this up.

Top Areas of Marketing Spend

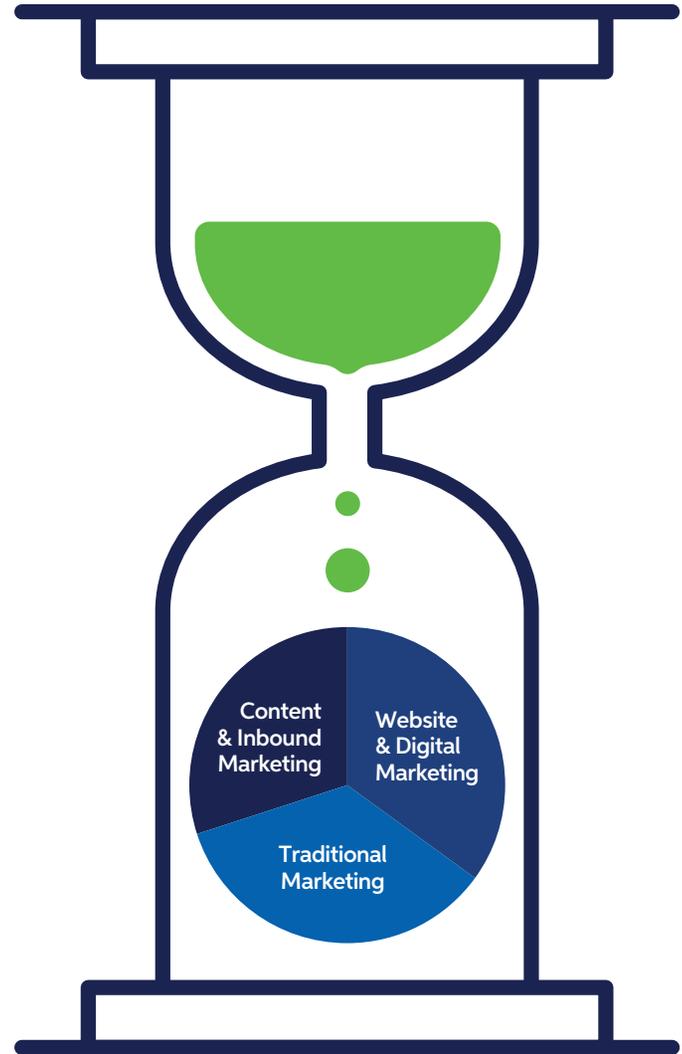


Time is (Not Always) Money

When we asked marketers to rank three categories of marketing efforts (content and inbound marketing; website and digital; and traditional sales and marketing) based upon how much time their company dedicates to each one, the margins were slim. Traditional sales and marketing tied with web and digital for the most time spent, leaving content marketing as the runner up.

Time is one of your company's most precious resources.

Quality content provides a strong return on investment because it can be produced efficiently and—if properly optimized for search engines—will be found and shared organically again and again. Quality content paired with successful forms and landing pages are a great way to capture leads, too. The keyword here is “quality.” Successful content is informative, relatable, searchable, shareable, not overly promotional, and stands out from the competition.



Objectives: 2020 is All About Leads

The marketing goals and objectives your company sets now will determine the entire course of your next year.

Converting and increasing sales leads remain at the top of the list since last year, indicating (for good and obvious reason) that these objectives won't be sliding down the ranks any time soon.

What's noteworthy is that the top two objectives are priorities that marketing teams share with sales teams. This indicates continued harmony and teamwork between marketing and sales.

Top Marketing Objectives for 2020

1st Converting Leads to Customers

2nd Increasing Sales Leads

3rd Increasing Brand Awareness

4th Producing Thought Leadership

5th Increasing Website Traffic

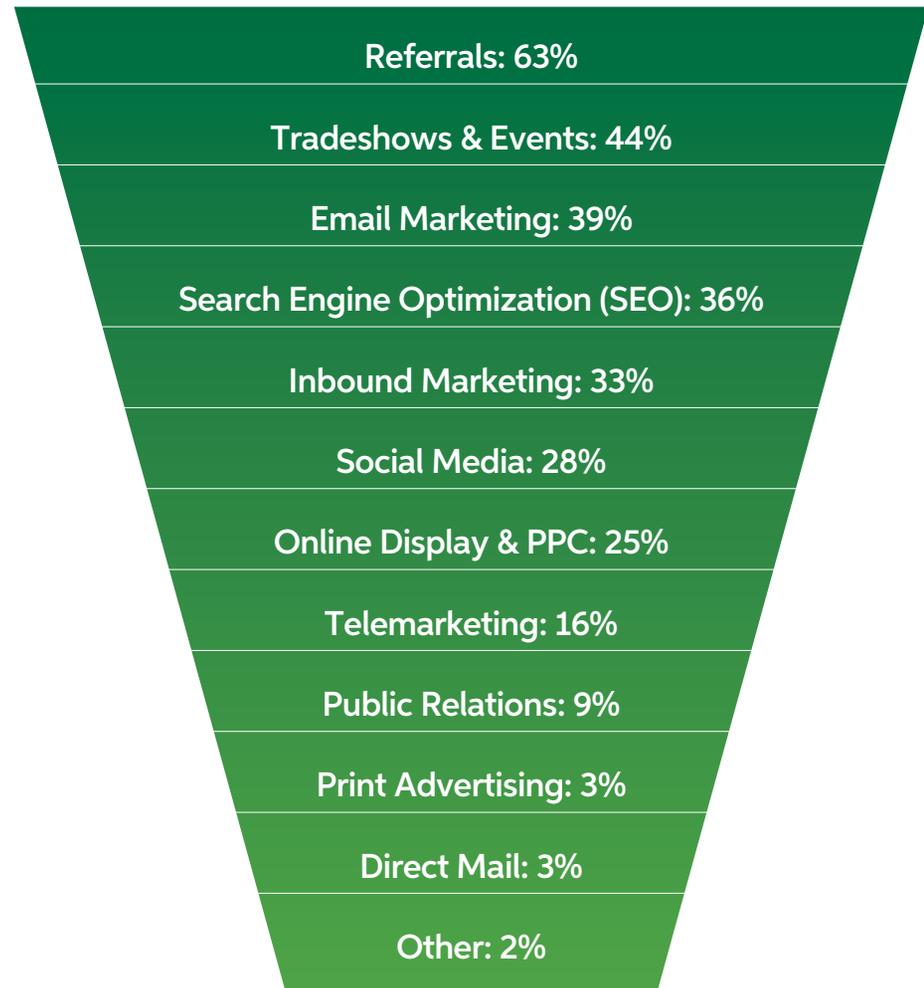
Referrals and Event Marketing Remain Top Sources of Leads

Year after year, referrals emerge as the top source of qualified marketing and sales leads in B2B. It's not surprising.

B2B is fueled by networking and interpersonal connection.

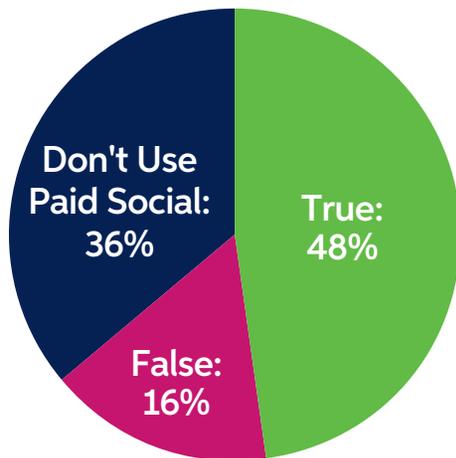
Professionals are more likely to invest their time and money working with a company if there's a personal connection. B2B purchases are big investments that require department- or company-wide approval, so it makes sense that personal touches are influential in gaining the green-light to move forward.

Top Sources of Sales and Marketing Leads



LinkedIn is the Most Used (and Trusted) Social Medium

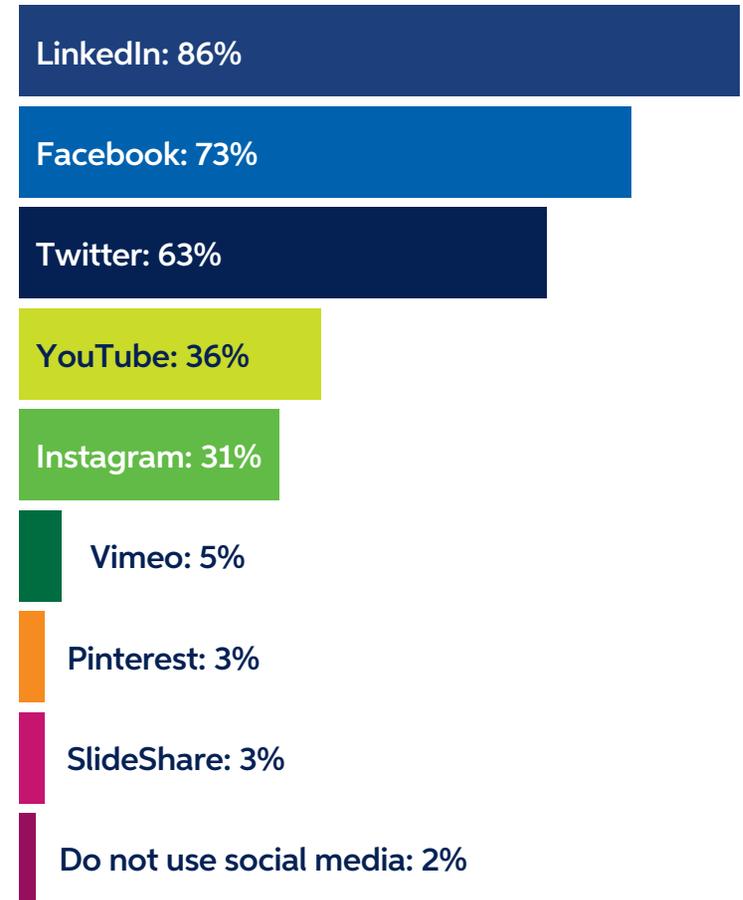
LinkedIn is the standout social medium in B2B. LinkedIn has over 530 million users.¹ That number alone makes LinkedIn unmatched for B2B networking. Additionally, there are 9 billion content impressions on LinkedIn's feed every week, with 3 million users sharing content during that time.² Our data shows that B2B professionals trust LinkedIn far more than any other social media channel.³



“We’ve Added and Seen Results from Paid Social Media.”

Most respondents reported using paid social media and seeing a return on their investment from it.

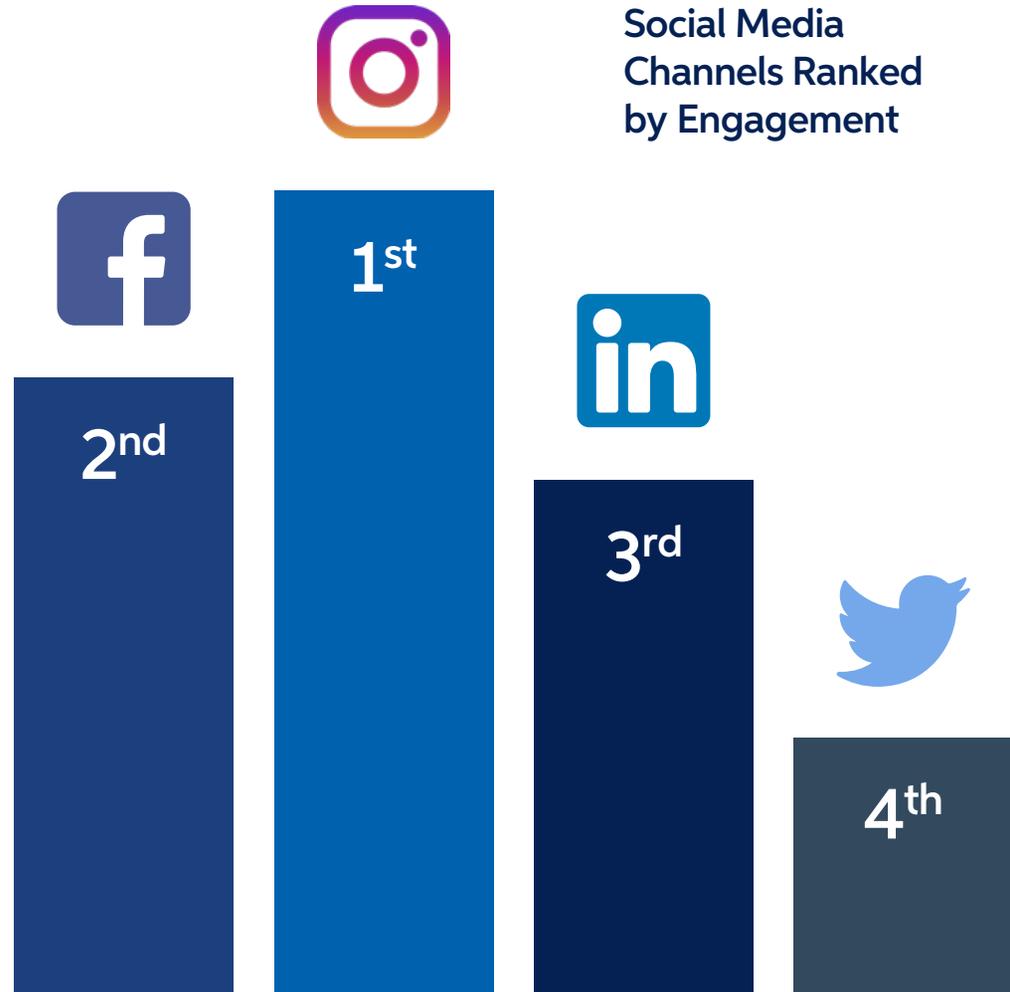
Most Used Social Media Channels



Instagram is Where Engagement Happens

While only 31% of survey participants reported that their company uses Instagram, those who use it ranked it highest for engagement on social media when pitted against Facebook, LinkedIn, and Twitter.

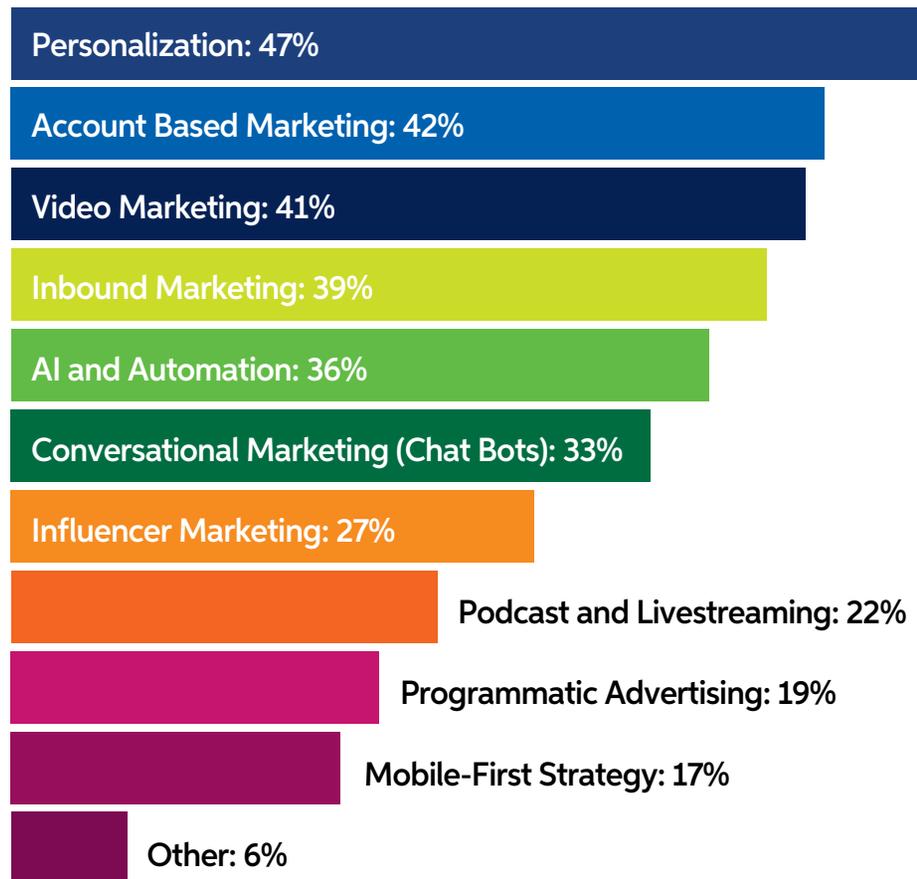
Instagram's high engagement ranking indicates that this popular B2C platform is becoming a useful tool for B2B marketing as well. Because it's image-centric, people use Instagram to explore their interests, including their professional ones. Design, architecture, and engineering companies, for example, can use Instagram to showcase their visual work and make professional B2B connections.



Marketers Will Explore Personalization Strategies in 2020

The strategies and objectives marketers set guide the tactics they'll use. Referrals are still the top source of B2B leads, which naturally places user-centric strategies at the top of the marketing strategies list for 2020. Additionally, AI and Automation has climbed 6% since last year. As technology becomes more widespread and advanced, marketers begin to take an interest in using it for their own companies.

New Marketing and Sales Strategies for 2020



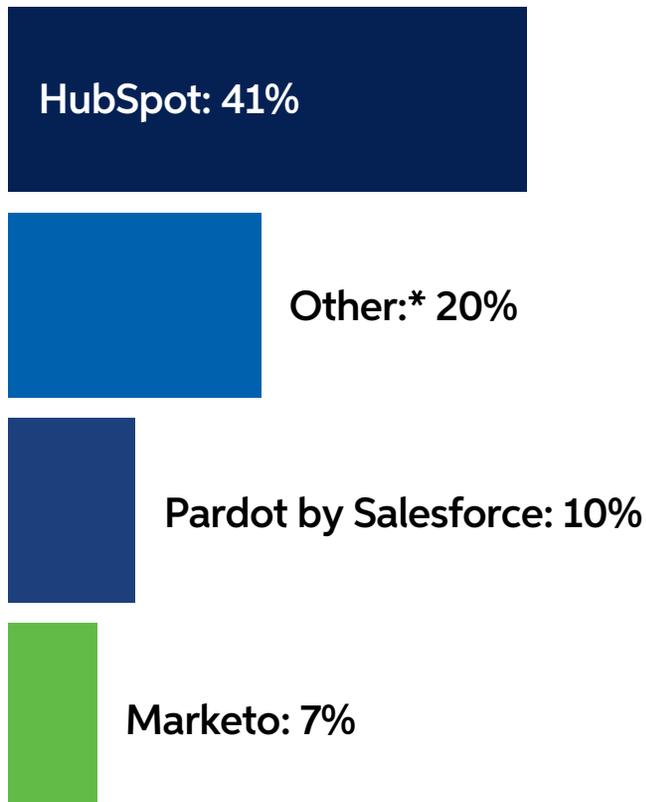
Marketing Automation is In, and HubSpot is King

Two-thirds of B2B companies use one or more marketing automation platforms, including HubSpot, Pardot (by Salesforce), Marketo, or Infusionsoft.

By far, the most popular marketing automation software is HubSpot.

HubSpot isn't just a marketing automation tool: it combines CRM capabilities with email marketing, content management, sales, and service to give companies a unified dashboard for all their business needs. Additionally, HubSpot's partnerships with marketing agencies mean it's often seamlessly integrated into the marketing plans of B2B companies that outsource their marketing.

Most Popular Marketing Automation Platforms



*Oracle Sales Cloud, Infusion Soft, and Act On.

How to Use this Report

2020 is all about closing the deal: increasing and converting leads is the objective and personalization is the tactic. As you make your plans to achieve your goals, think about the resources you have at your disposal and use this report to determine how to deploy them. With this data, you'll have guidance as you:



Plan your 2020 marketing program



Create content resources



Itemize your marketing budget



Implement new tech tools



Hire an agency

This report is a forecast, but a sunny forecast doesn't mean you shouldn't pack an umbrella. Keep an eye out for industry trends and reflect on where your company needs to go in the next year. Budget, time constraints, and industry regulations can make certain tactics ideal and others untenable, so make sure you're using the data we've shared in a way that works for you.

About Sagefrog Marketing Group

Sagefrog is a top ranked B2B marketing agency with specialties in healthcare, technology, industrial and business services. We have offices in Doylestown, Princeton, Philadelphia and Lehigh Valley, and we're dedicated to accelerating our clients' success through brand building and integrated marketing. Our services include branding, websites and digital, content marketing, public relations, social media and traditional tactics, which are strategically integrated and optimized through our proven process, JumpStart™.

Contact us to put the insights from this report into action for your company.

Are you ready to leap ahead?

sagefrog.com • (215) 230-9024 • info@sagefrog.com



All Rights Reserved © 2019 Sagefrog Marketing Group, LLC

Sources

1. LinkedIn for Leads, Sagefrog
2. Market to Who Matters with the LinkedIn Marketing Solutions Platform Overview, Keith Richey
3. The 2019 B2B Trusted Brands Report, Sagefrog