

TOP 10 B2B MARKETING TRENDS FOR 2021

Explore and execute the strategies that B2B marketers deemed most important for 2021 via the 2021 B2B Marketing Mix Report.

HUBSPOT AUTOMATION

Thousands of marketers use HubSpot as their preferred choice for email and task automation.¹ With functionality across marketing, sales, and CRM, HubSpot's automation capabilities allow for efficient workflows that free up huge chunks of time. We're not surprised that so many are using and loving this platform for the convenience and alignment it brings between departments.



REFERRALS

B2B is fueled by networking and interpersonal connections, so referrals will likely always be a major focus for marketers. Each year, we see that professionals frequently rely on the recommendations and experiences of their contemporaries to make important decisions. These inter-company relationships mean that everyone has to actively develop and nurture those personal connections to find and develop the strongest business partnerships. B2B purchases are big investments that require department- or company-wide approval, and a personal touch goes a long way in building trust.



MARKETING & SALES COLLABORATION

The challenges 2020 introduced to the B2B landscape drove the most effective marketing and sales teams to closer collaboration to generate leads and make conversions. As we head into 2021, marketers will prioritize working with sales directly to better understand customers' key pain points, develop strategies to connect with customers, communicate product and service offerings in the right ways, and help grow the business.



SEARCH ENGINE MARKETING

Search engine marketing (SEM) or paid digital advertising is available through more channels than ever before. With so many people working from home or via new hands-free methods, the opportunities to reach the ideal market are plentiful, and will only continue to increase for the foreseeable future. Alongside SEO, website development, and email, SEM is a critical tool that helps industries gain awareness, recognition, and sales relatively quickly.



INSTAGRAM & YOUTUBE

We were excited to see Instagram use increase by nearly 30% from last year, demonstrating the growing influence of social media on job candidates. Job seekers look to Instagram for a peek inside a potential employer's culture—something companies need to get creative with as remote work becomes more commonplace. YouTube also saw a significant jump, increasing by 20%. From educational videos to instructional case studies, companies are using YouTube to showcase simple video content that helps build brand awareness and value.



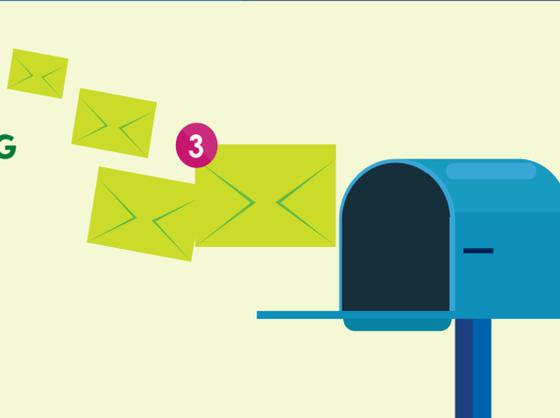
BRAND AWARENESS

In 2020, brand awareness made a big jump in marketing focus, from 17% to 27%. Similarly, marketing and sales collateral saw a significant increase from 6% to 21%. With countless companies pivoting their service and product offerings to meet new COVID-era demands, it's not too surprising that branding and its activation through collateral are so valuable.



EMAIL MARKETING

Email marketing offers a phenomenal return on investment for marketers. This year's B2B Marketing Mix Report puts email among the top choices for sourcing leads, with a consistent ROI that has only been strengthened due to the COVID-19 pandemic.



SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO), when invested in wisely, can provide TONS of value. Comprehensive and up-to-date SEO efforts help your website, product pages, content, and more. Effective SEO builds connections with your target customers organically and strengthens every other aspect of your online presence, but it takes expertise, resources, patience, and routine checkups to be effective. While relatively slow, SEO continues to produce consistent results and remains a highly relied upon tactic for B2B marketers in 2021.



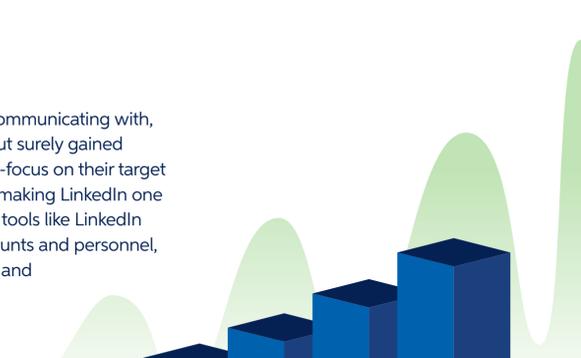
WEBSITE DEVELOPMENT

In B2B, the digital "face" of a company is most often their website. It's critical for all your products, services, capabilities, and methods of contact to be clear and up to date. These concepts aren't new, but COVID-19 has amplified their importance exponentially, prompting industries that are historically slow to modernize to catch up ASAP.



ACCOUNT-BASED MARKETING (ABM)

Account-based marketing involves identifying, communicating with, and landing your ideal clients. ABM has slowly but surely gained their target audiences. ABM relies on building relationships, making LinkedIn one of the most effective platforms for B2B. Through tools like LinkedIn InMail, which lets you specifically target key accounts and personnel, ABM proves its worth and is the new most-used and engaging marketing channel in 2020.



WHAT WE DO

Sagefrog is a top-ranked, full-service B2B marketing agency specializing in healthcare, technology, industrial, and business services. We have offices in Doylestown, Princeton, Philadelphia, and Lehigh Valley, and accelerate our clients' success through brand building and integrated marketing.



B2B BRANDING & STRATEGY



B2B WEBSITES & DIGITAL



B2B CONTENT & INBOUND



B2B TRADITIONAL MARKETING

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1. <https://www.hubspot.com/products/marketing/marketing-automation>