TRENDS FOR 2021

MARKETING & SALES COLLABORATION

Account-based marketing (ABM) is gaining increasing traction in the B2B space. ABM involves identifying and prioritizing specific accounts as targets, creating personalized content and messaging, and establishing relationships with key decision-makers. ABM is effective because it focuses on the needs and interests of specific target accounts, allowing for more targeted and effective marketing efforts.

MARKETING

SEARCH ENGINE OPTIMIZATION

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. Search Engine Optimization (SEO), when invested in wisely, can provide TONS of value. Comprehensive and up-to-date SEO efforts are critical for maintaining visibility in search through keyword research and optimization.

ACCOUNT-BASED MARKETING (ABM)

Account-based marketing focuses on creating personalized experiences for high-value accounts. This allows for more targeted and effective sales and marketing efforts. ABM is effective because it focuses on the needs and interests of specific target accounts, allowing for more targeted and effective marketing efforts.

WEBSITE DEVELOPMENT

B2B websites are crucial for showcasing products and services, providing valuable information, and establishing credibility. Website development should be a top priority for B2B marketers in 2021, as it helps to modernize to catch up with the digital landscape and remain competitive.

HUBSPOT AUTOMATION

With functionality across marketing, sales, and service, HubSpot's automation capabilities allow for streamlined workflows that free up huge chunks of time. We're not surprised that so many are using it to bring efficiency to their departments.

MARKETING & SALES

EMAIL MARKETING

Email marketing is a highly effective way to connect with customers, communicate product and service offerings in the right ways, and help grow the business. With so many people working from home, email remains a highly relied upon tactic for B2B marketers in 2021.

INSTAGRAM & YOUTUBE

In B2B, the digital “face” of a company is most often found through LinkedIn, which lets you specifically target key accounts and personnel, of the most effective platforms for B2B. Through tools like LinkedIn, ABM relies on building relationships, making LinkedIn one

SEARCH ENGINE MARKETING

Search engine marketing (SEM) or paid digital advertising is available through the top B2B marketing agencies, and is a critical tool for reaching the ideal target market. With so many people working from home, the opportunities to reach your audience are plentiful, and will only continue to increase for the foreseeable future. Alongside SEO, website development, and email, SEM is a critical tool for reaching your audience.

REFERRALS

Referrals are the most trusted source of information for making purchases. With hundreds of thousands of product and service recommendations and experiences of their contemporaries to make important decisions, connections, so referrals will likely always be valuable.

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 offerings to meet new COVID-era demands, 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.

ACCOUNT-BASED MARKETING (ABM)

Account-based marketing is a targeting strategy that focuses on high-value accounts and aims to accelerate their journey to purchase. This approach involves creating personalized experiences for these accounts, providing valuable information, and establishing relationships with key decision-makers. ABM is effective because it focuses on the needs and interests of specific target accounts, allowing for more targeted and effective marketing efforts.

WHAT WE DO

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

Are you ready to leap ahead?

LEARN MORE

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