

BROUGHT TO YOU BY  
**B2B  
MARKETING  
EXPO**

**SNEAK PEEK!**

**THE**  
**BIG**  
**MARKETING**  
**SURVEY**

IN PARTNERSHIP WITH



**bpma**  
british promotional  
merchandise association

# INTRODUCTION

As marketers, we are very good at **finding solutions** to our customer's challenges, but what about our **own challenges?**

B2B Marketing Expo, BCMA and BPMA conducted a poll of **over 800 sales and marketing professionals** to find out the biggest issues, trends, advancements and subjects we should focus on over the next couple of years.

The sales and marketing industry is **ever-evolving**, with new algorithms, software, AI advancements, influencers and more popping up almost daily (and not everything is sticking around for long!).

These results **provide inspiration** for your sales and marketing strategy and will help you to know what other marketers are doing to develop their own campaigns now and in the future.







# MARKETING CHANNELS

Where do we start? The list of marketing channels currently in operation are never-ending (**and constantly growing!**).

So, how do you choose the right channel for your brand?

We all know that a couple of channels executed to a high standard will have a **bigger impact** than too many channels without any strategy, structure or consistency.

**The top performing channels for B2B marketers:**

**47% Google Ads**

**45% Email**

**35% Facebook/Webinars**

**33% Live events**



# AREAS OF INTEREST

We asked what subjects marketers are most interested in. **The results:**

**41%** Optimising email marketing

**40%** Digital marketing

**35%** Marketing & sales alignment

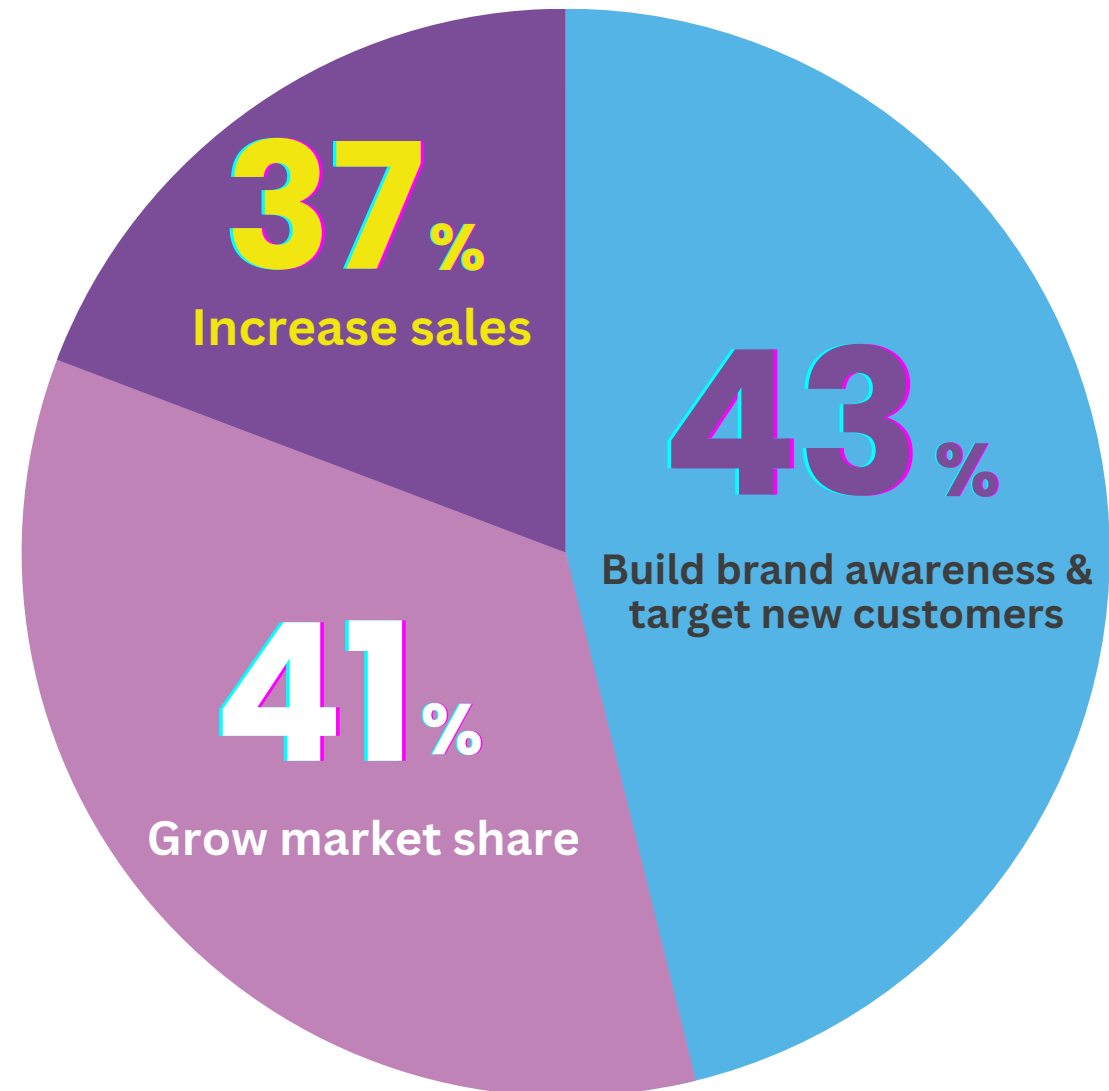






## FUTURE OBJECTIVES

All marketers will know their top objectives for every campaign. **The top 3 among marketers at the moment:**





# LIVE EVENT ATTENDANCE

The live event industry is fast growing back to pre-pandemic levels, with attendees looking for the very latest products and services available. **The top 3 reasons for attending:**

**54%**

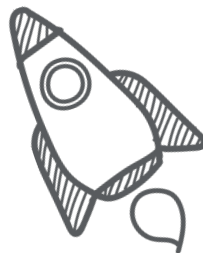
To research the latest product/innovations

**53%**

For the networking opportunities

**48%**

To meet new suppliers





# DESIRABLE ATTRIBUTES

Choosing the right supplier or partner comes with a number of considerations, **the top 3:**

**43%**

Say **price** is the most important

**41%**

Say **innovation** and **service standard** are important

**40%**

Look for **reputable** and **compliant** companies





# KEY TAKEAWAYS

This is just a sneak peek of the survey results, a full report will be available soon.

- B2B Marketers are continuing to remain at the forefront of the **ever-evolving landscape**
- Google Ads is the **leading tool** for reaching and engaging with target audiences
- There is a big push to **optimise email marketing**, closely followed by digital marketing
- Live events continue to bring **new and engaged audiences** who are looking for the latest product or service to elevate their marketing strategy
- Brands main objective is to **increase brand awareness** and target new customers
- When choosing a new supplier or partner, **innovation and service standard** are big considerations for marketers

