

BROUGHT TO YOU BY

**B2B
MARKETING
EXPO**

RESULTS

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% LinkedIn

45% Email

35% Facebook/Webinars

33% Live events



B2C MARKETING CHANNELS

The top marketing channels for B2C Marketers are:

36% TikTok

35% Google Ads

31% Facebook

29% Twitter

In today's digital age, social media platforms have **revolutionised the way businesses connect** with their target audience, making it an essential component of B2C marketing strategies.

Although social media is **essential to both B2B and B2C**, B2C marketing generally has more budget and focus on social media in order to reach their customer directly.



DESIRABLE ATTRIBUTES

Choosing the right supplier or partner comes with a number of considerations. Price is the main consideration, **followed by:**

41%

Look for **innovation**

40%

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

39%

Look for **creativity**



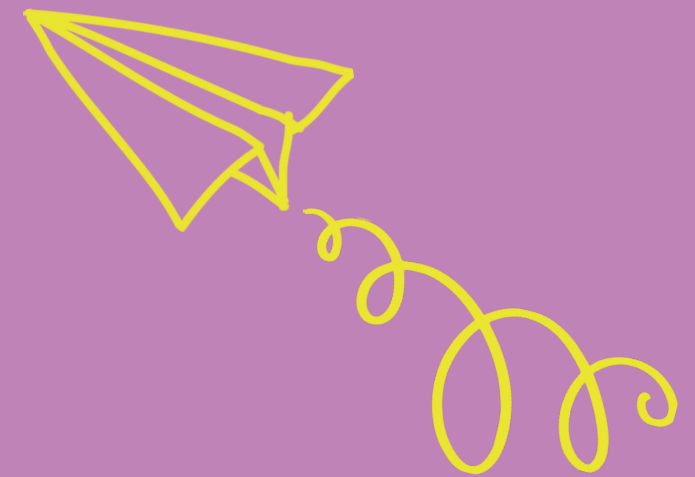
41% Optimising email marketing

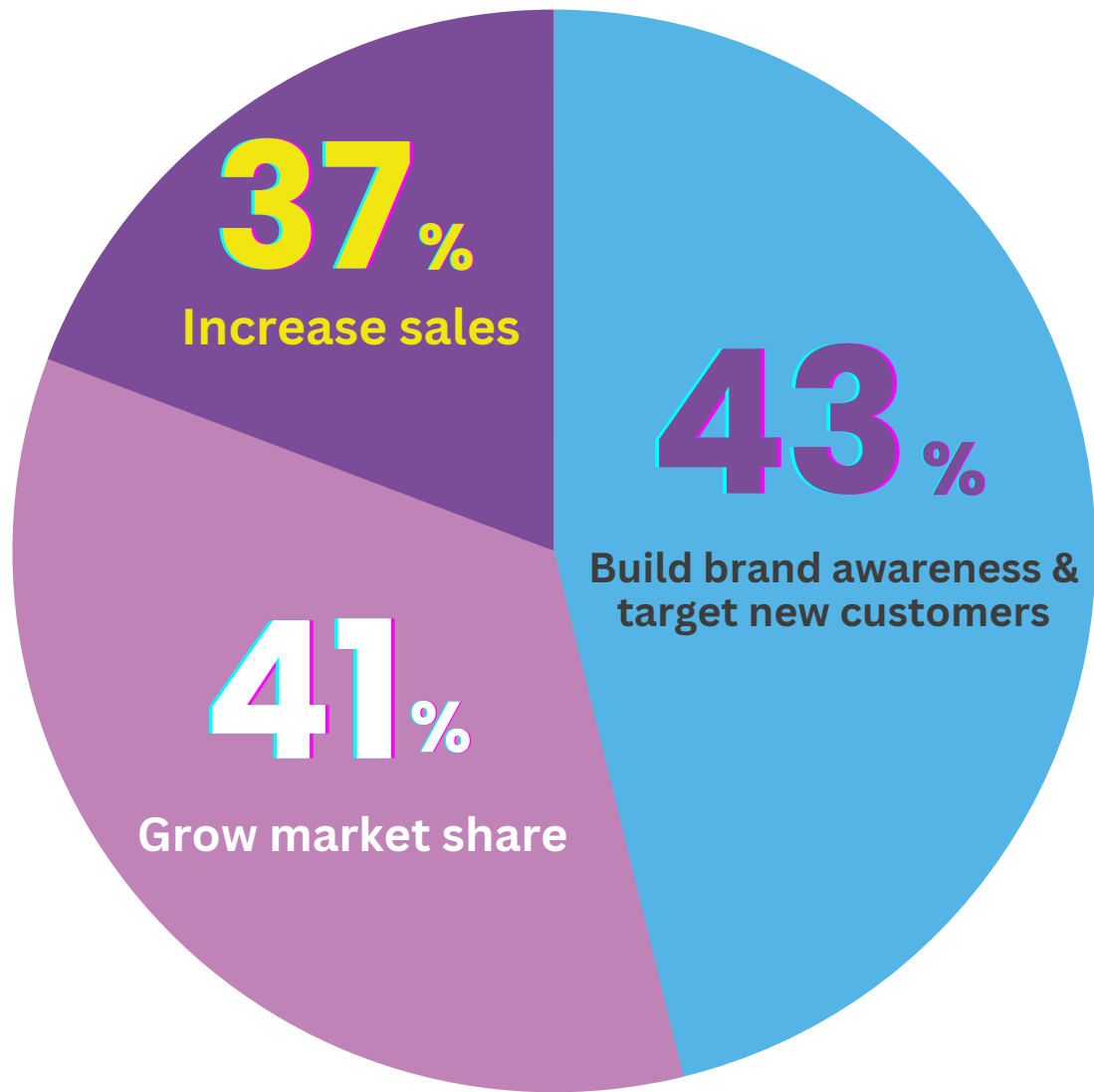
40% Digital marketing

35% Marketing & sales alignment

AREAS OF INTEREST

We asked what subjects marketers are most interested in learning about:





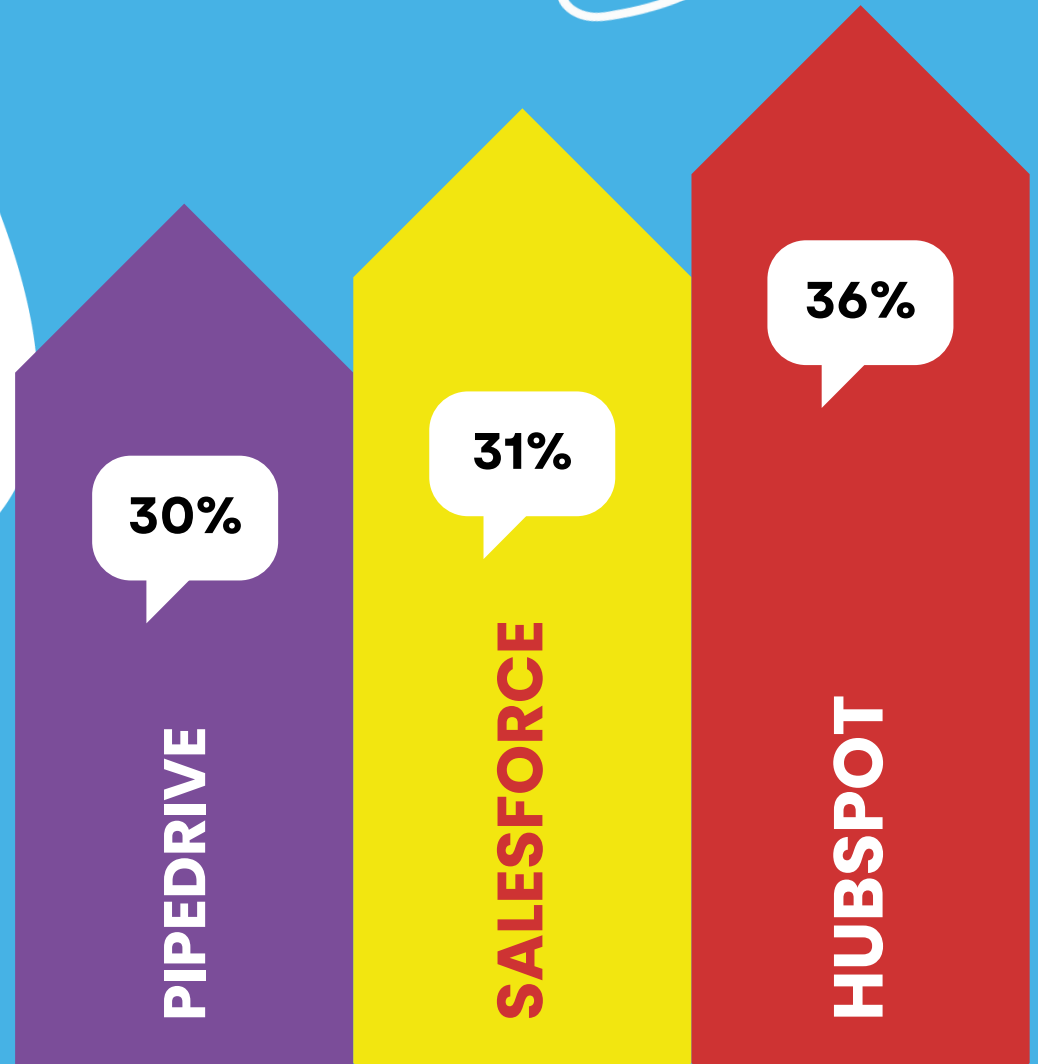
FUTURE OBJECTIVES

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



SALES TOOLS

The most popular sales tools among **sales and marketing** professionals are:



MARKETING TECHNOLOGY

The top 3 **marketing technologies** that companies are looking to invest in next are:



26%

**Automated Content
Creation**

20%

**Content Marketing
Platform**

17%

**Community &
Review Tech**

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 are:**

54%

To research the latest product/innovations

53%

For the networking opportunities

48%

To meet new suppliers

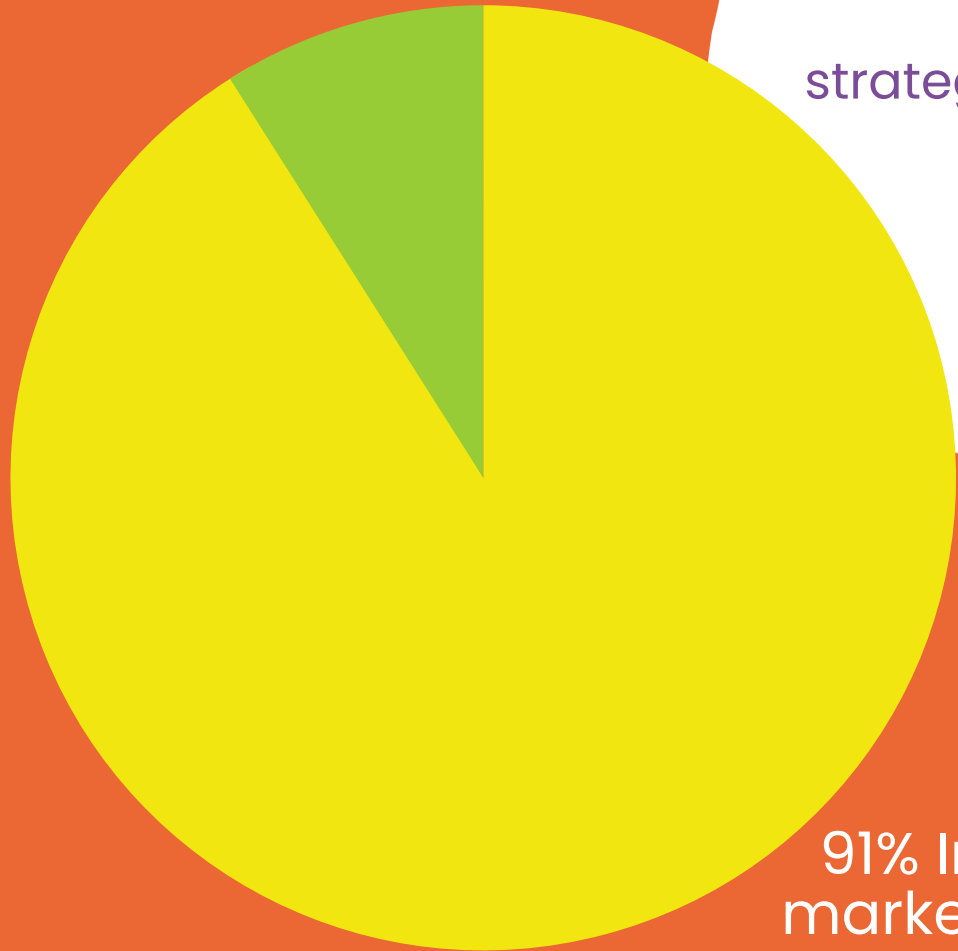


ESG OBJECTIVES

Environmental, Social, and Governance, has become increasingly important in marketing strategy due to their **potential to drive positive change** and resonate with socially conscious consumers.

Incorporating ESG principles into marketing strategies demonstrates a company's **commitment to ethical business practices.**

9% Not important



91% Important to marketing strategy



THE JUICY STUFF!

54% Of B2B Marketers say they use live events to help research the latest product and innovations

Good thing we run one of the best B2B marketing events!



65% said they LOVE ChatGPT!

37% Of marketers say influencer marketing is very important to their overall marketing strategy

KEY TAKEAWAYS

- B2B Marketers are continuing to remain at the forefront of the **ever-evolving landscape**
- LinkedIn is the **leading tool** for B2B Marketers for reaching and engaging with target audiences, B2C is TikTok
- 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
- ChatGPT is **here to stay**, with majority of marketers loving it
- Content technology is at the forefront of future investments

