

FAST FACTS AND TRENDS

for B2B and High-Consideration
Purchase Marketers





About this book:

The way people discover and connect with brands continues to evolve. **B2B and high-consideration purchase marketers** need to stay dialed-in to changes to make smart choices about when and how to adjust—and when they should stay the course. This book contains trends and data points we're keeping an eye on. We hope you find a few things that make you think—and help you evolve your marketing with confidence.

About LoSasso:

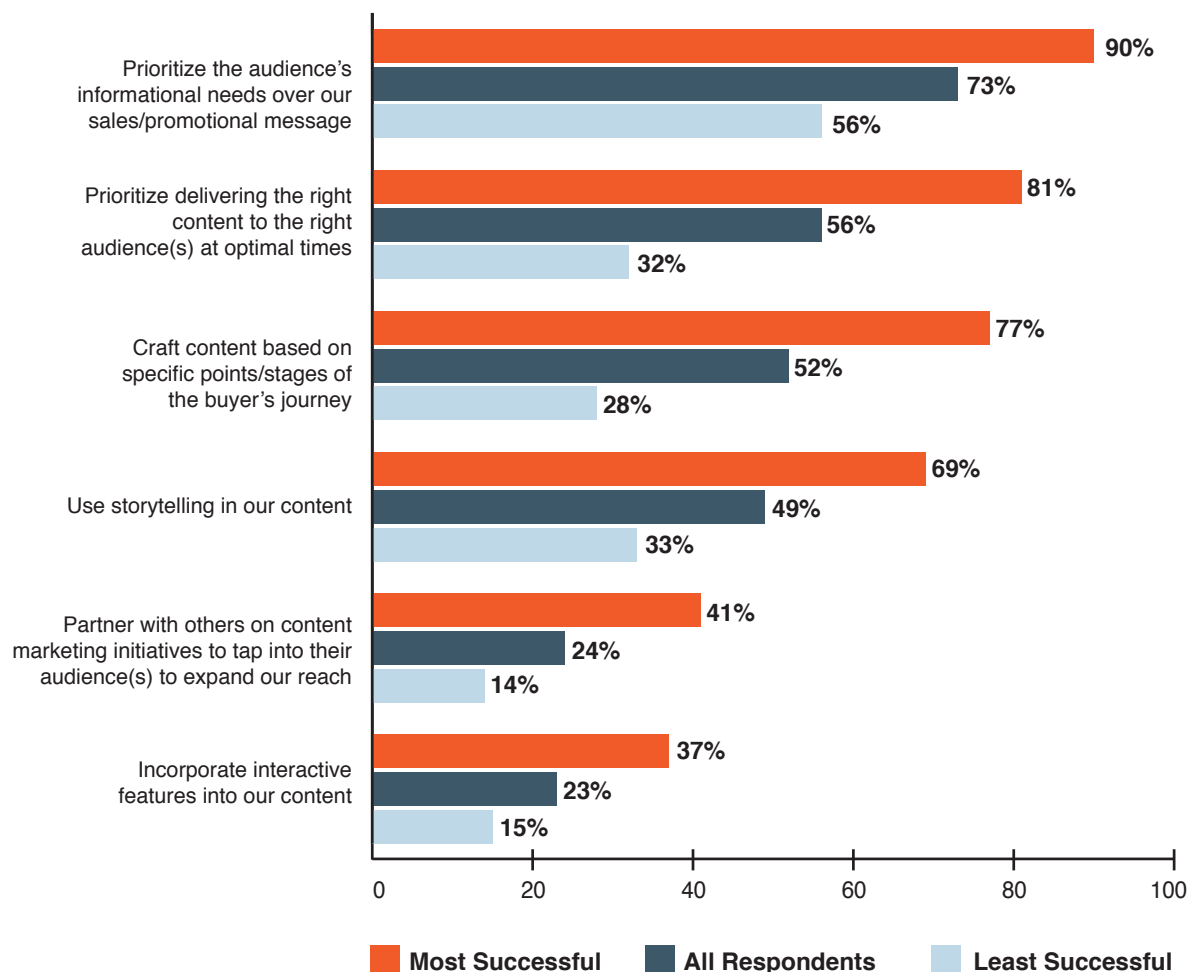
With deep experience in **brand strategy, demand generation and customer engagement**, we help B2B and other high-consideration purchase marketers clear away the noise and elevate what's important. We leverage technical expertise for engaging content, uncover audience insights for deeper connections, and deploy the latest targeting and media strategies to ensure that each marketing dollar you invest is more effective than the last.

Too much content—not enough customer focus

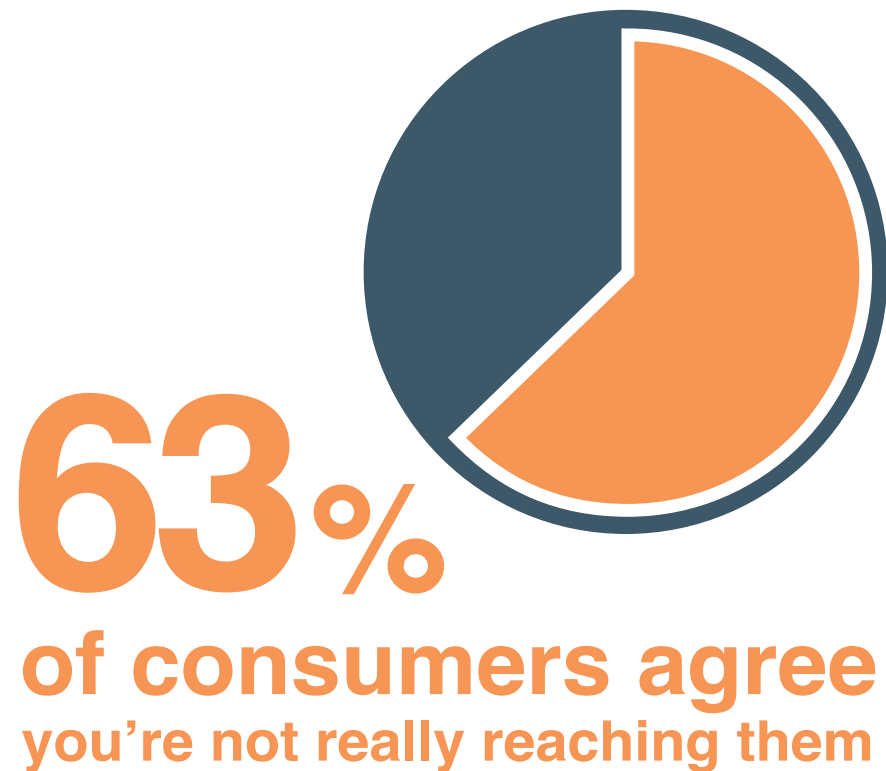
B2B marketers are creating more content than ever, but too many are still trying to hold the conversation on their own terms. When developing new content, keeping audience needs in sharp focus is critical because effectiveness is all about relevance. From initial awareness to conversions, **content that understands and prioritizes your audience will always work better for you.**

Taking the time to articulate who your content is for and what you want them to get out of it will help your team focus resources more effectively; it's also great for getting new employees and outside partners up to speed quickly when you need extra help.

Concepts B2B marketers always/frequently take into account while creating content for their organization



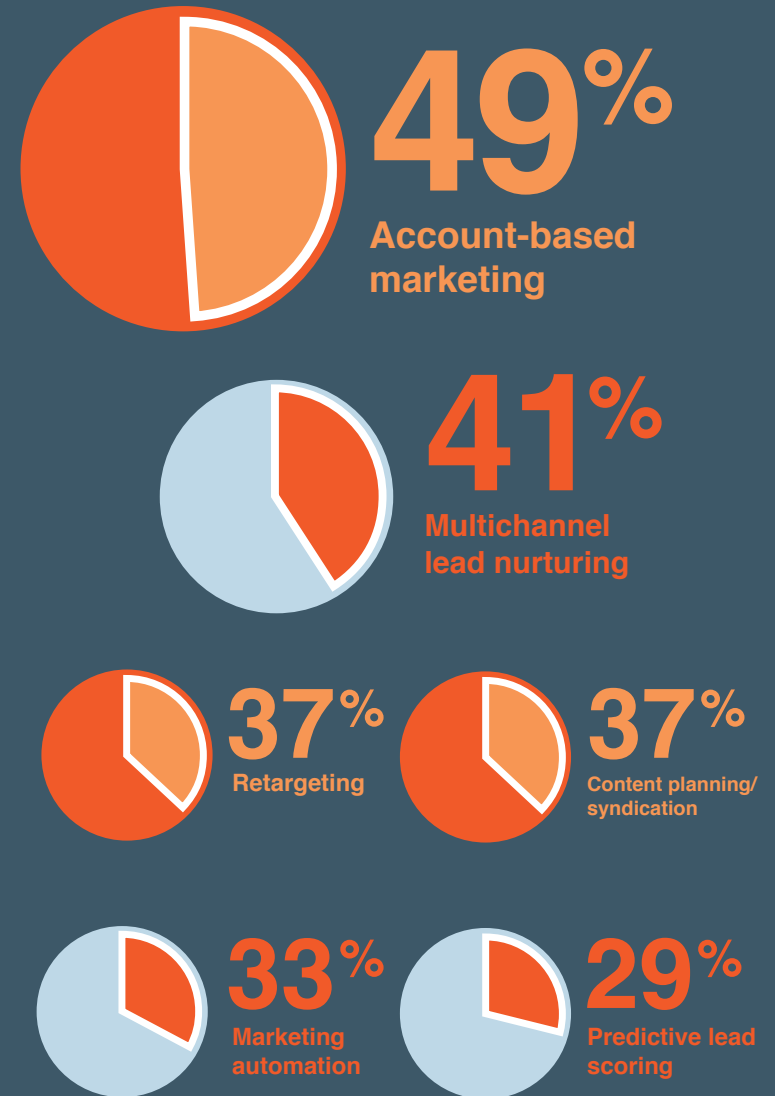
Source: 2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs



Marketers spend too much time looking for ways to *force* consumers and prospects to pay attention to their messages and **not enough time thinking of ways to make them want to pay attention.**

Source: 2018 Edelman Earned Brand

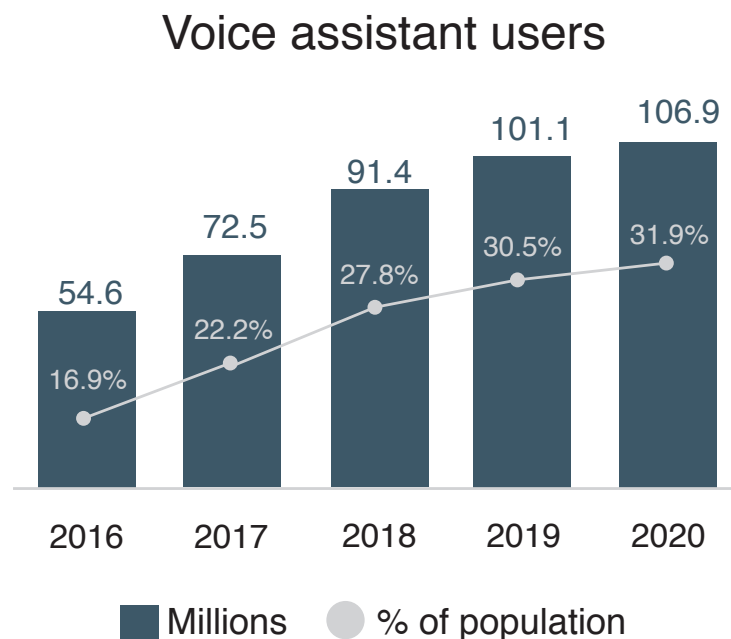
Top demand gen tactics marketers expect to test or deploy this year



Source: Demand Gen Report, 2018 Demand Generation Benchmark Survey

What's the chatter on voice?

Voice activation is everywhere—smartphones, cars, speakers—and there are many new ways to get what you need, just by talking. While much of the hype around voice search and assistants centers on consumer usage, B2B marketers need to develop strategies to leverage these trends as the habits people establish outside the office continue to migrate into the workplace.



BY 2020:

50%

of all searches will be voice searches

Source: ComScore

30%

of all searches will be done without a screen

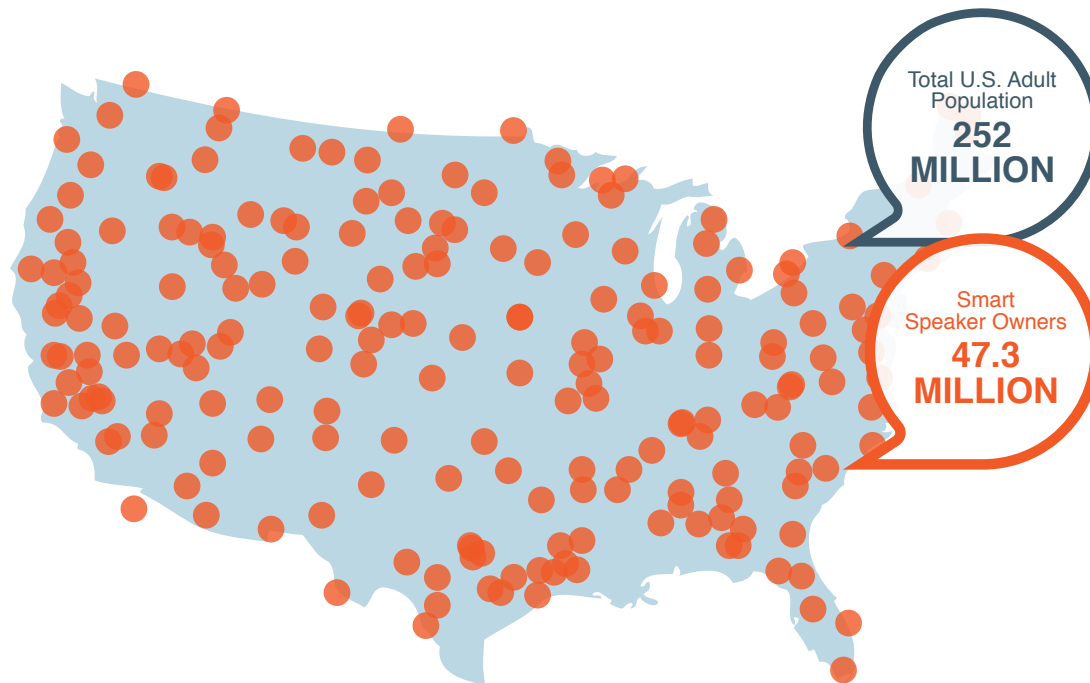
Source: Gartner

50⁺%

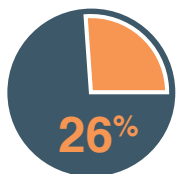
of people will be using voice assist technology

Source: ComScore

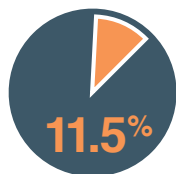
U.S. smart speaker total audience reach



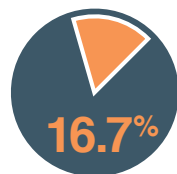
Voice commerce is more popular than expected



Smart speaker owners who have made a purchase by voice



Smart speaker owners who make purchases by voice monthly



General population likely to order products by voice

FOR VOICE SEARCH: SEO=AEO

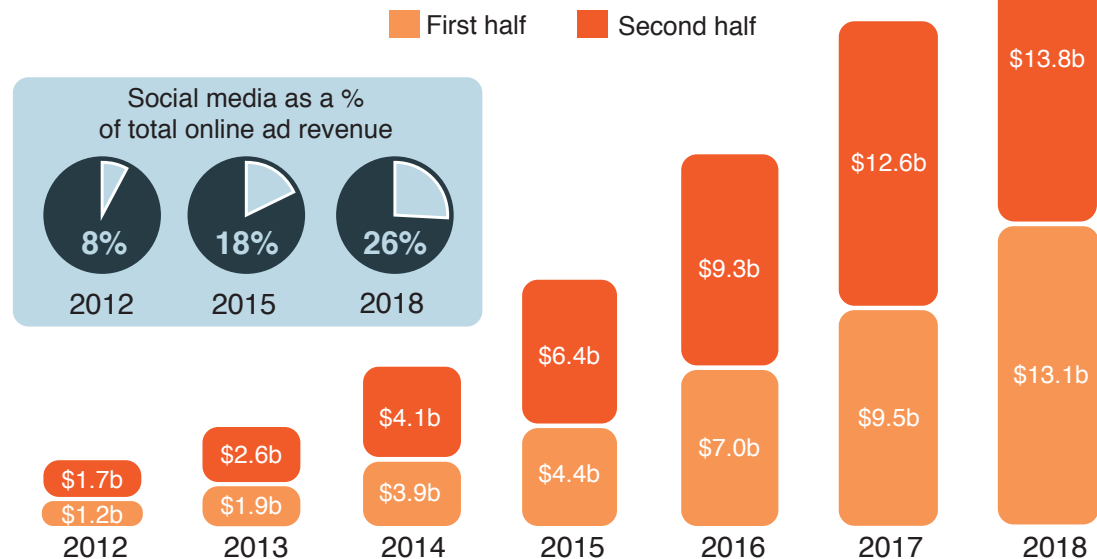
Optimizing for voice search is an extension of SEO. It requires optimizing for long-tail searches and being conversational, but most importantly answering the questions your customers and prospects are asking — with your content and your copy, with as much specific detail as possible. This helps Google understand who you are and what expertise and information you have to offer the searcher. It's called **Answer Engine Optimization (AEO)**.

Activating content with paid social

With more people spending more time viewing content on social media, investment in paid social continues to grow. B2B marketers need to make sure the time and resources they have put into content development have the greatest opportunity to succeed. Paid promotion gives you the ability to expand the volume and variety of people who see your content, and highly sophisticated targeting tools let you focus the spend where it will be most effective.

Social media ad boom continues

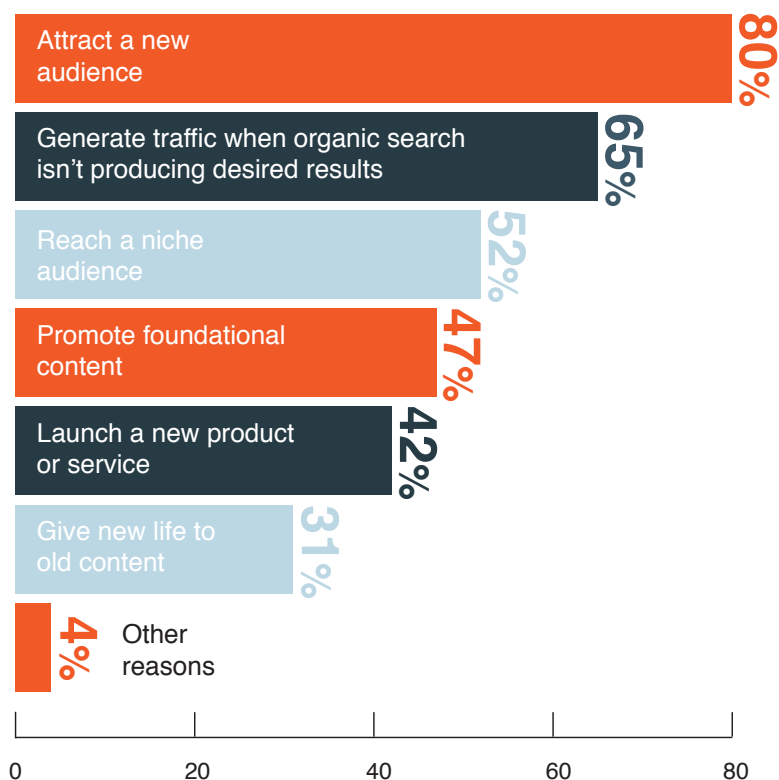
Social media advertising revenue in the United States



Source: IAB/PwC Internet Ad Revenue Report

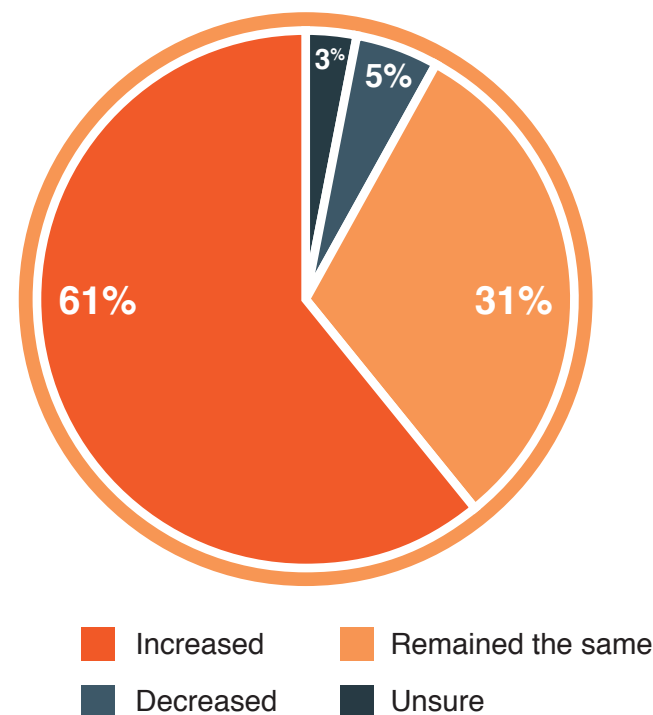
The effectiveness of social continues to explode. If you're not leveraging paid social strategies, you're missing highly efficient opportunities to engage your customers and best prospects.

Reasons why B2B marketers use paid methods to distribute content



Source: B2B Content Marketing 2019: Benchmarks, Budgets and Trends – North America

How B2B marketers' use of social media for content marketing has changed compared with one year ago

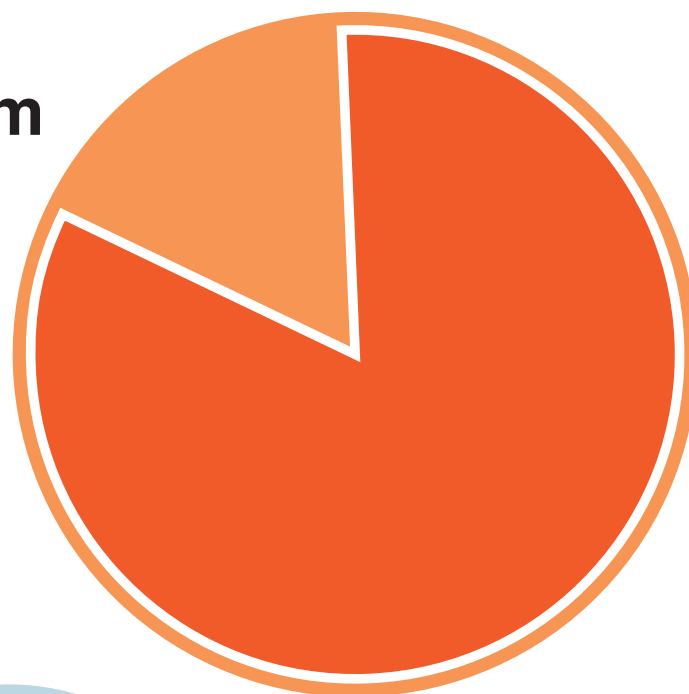


Source: Content Marketing Institute

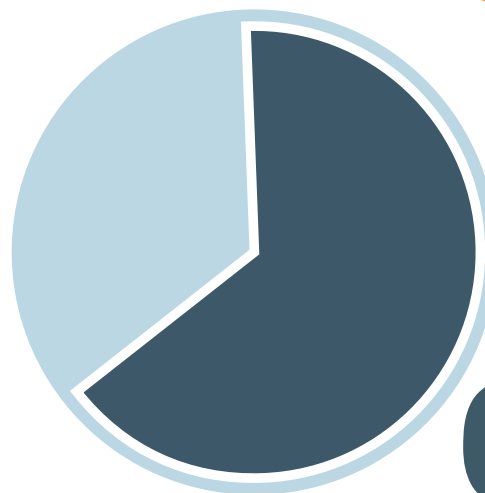
Programmatic has gone mainstream

In 2019, most large brands will buy a majority of their digital media, including TV and outdoor, programmatically, getting more cost efficiency and higher relevance because they are able to buy highly targeted audiences instead of specific media placements. While trending down, concerns over ad fraud and lack of media cost transparency in the programmatic ecosystem remain high. **In the end, careful measurement of the performance driven by your spend is the ultimate indicator of whether your CPMs are worth the money you're investing.**

Two-thirds of digital display advertising worldwide will be traded programmatically in 2019—worth \$84.9 billion



83%
of digital media
in the U.S.

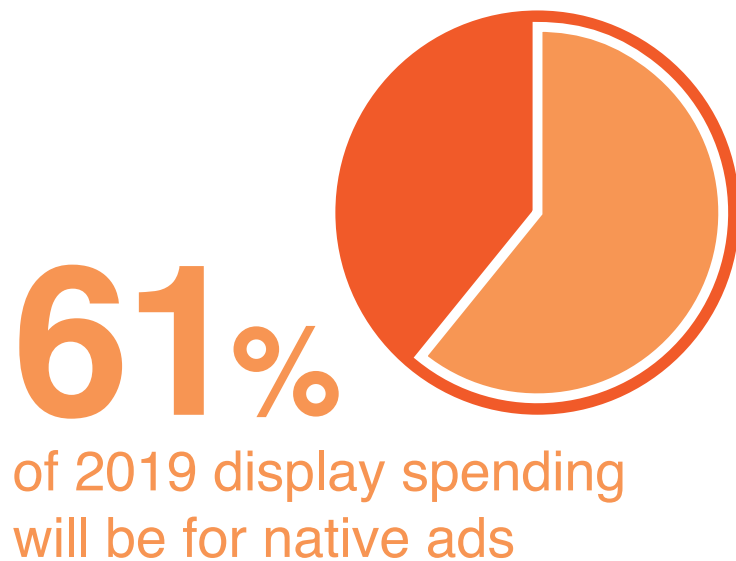


65% of
digital media worldwide

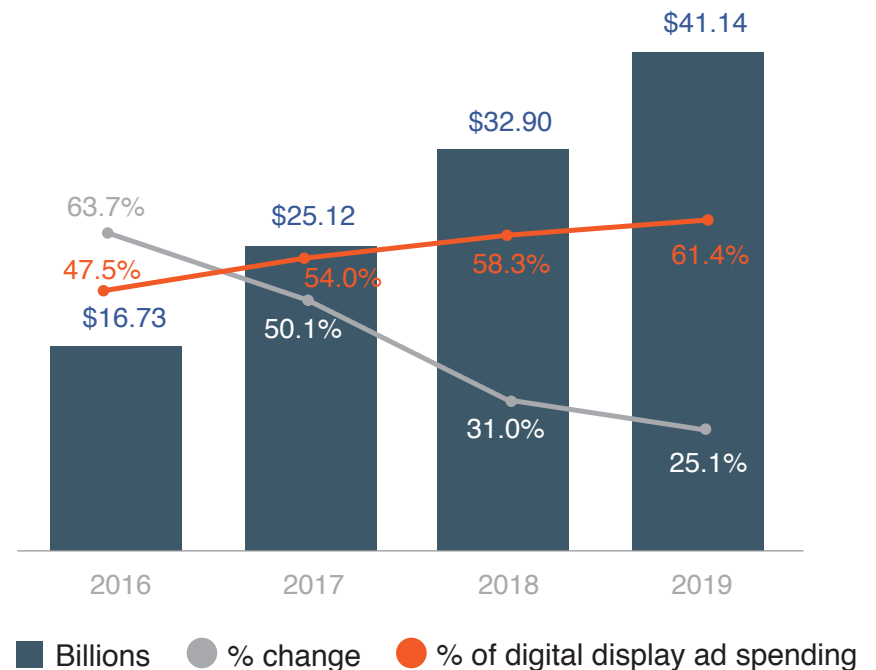
Source: Publicis Groupe Zenith Report, Programmatic Marketing Forecasts

Breaking through with native content

People today are more resistant to advertising, and companies continue to work on making their ads blend more naturally into content. As brands work to become less annoying, they've successfully blurred the lines between display and traditional ads with native advertising content.



U.S. native digital display ad spending, 2016-2019



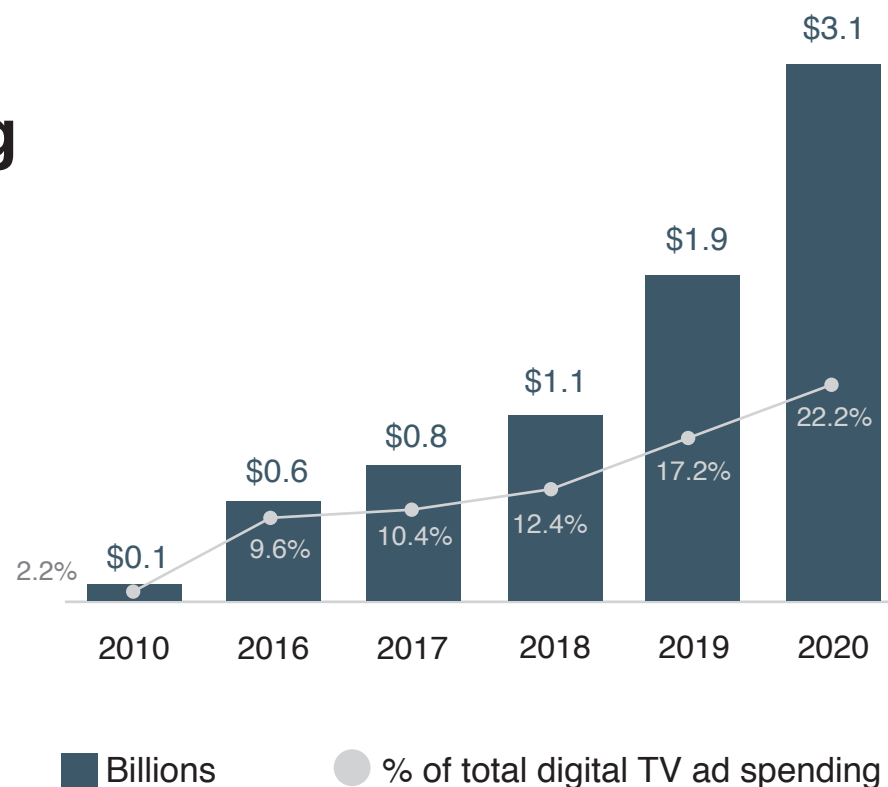
Source: eMarketer.com

3x

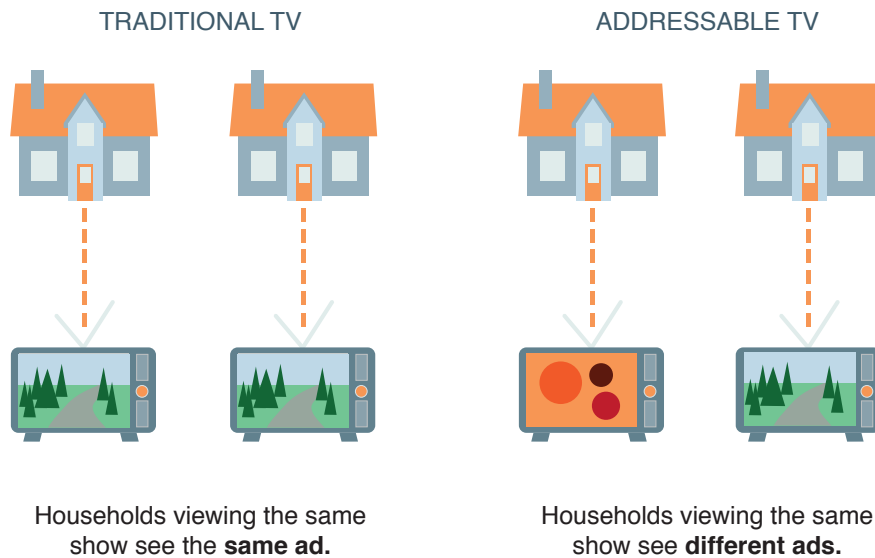
Advanced TV ad spending will triple by 2020

Still in the early adoption phase, advanced TV spend is expected to top \$3 billion by 2020. While the term encompasses several forms of streaming TV content, the common denominator is the ability to reach highly targeted audiences with a TV buy. **This is opening up opportunities for B2B marketers to access what was once only available to large national consumer advertisers.**

U.S. interactive, video-on-demand (VOD) and addressable TV ad spending, 2010-2020

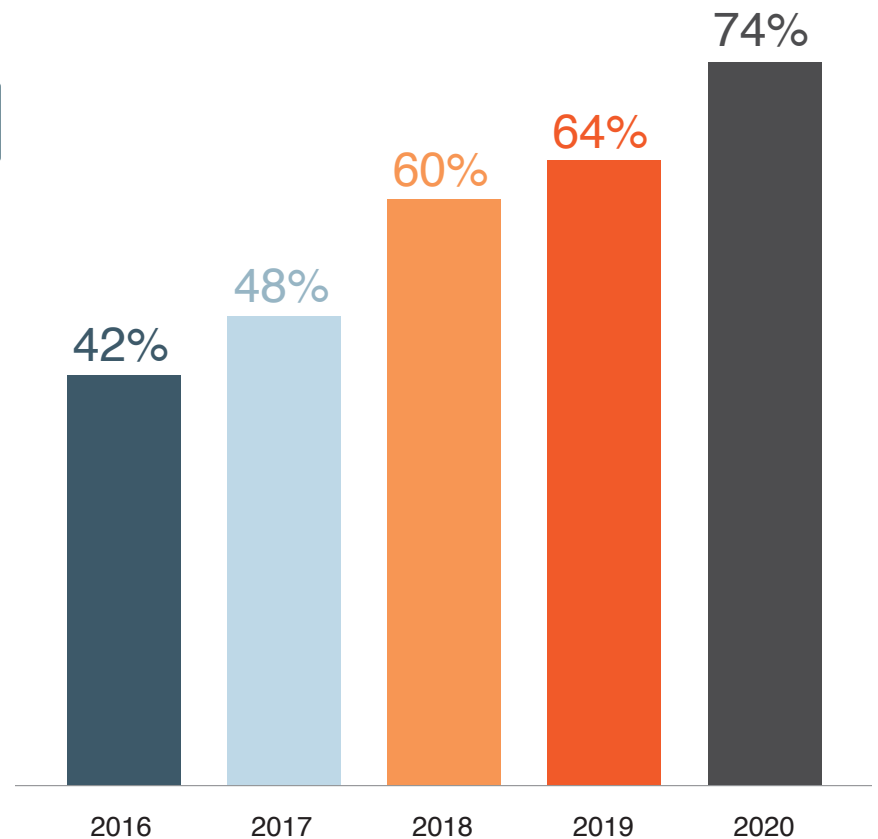


Source: eMarketer.com



Addressable TV advertising can improve the relevance of ads at both household and individual levels:

- Enhanced engagement
- Less ad burnout
- Better valuation of ad inventory
- Device-side measurement
- Data management



Pay TV household penetration of addressable TV advertising in the United States from 2016 to 2020

Source: AT&T Video Advertising Bureau

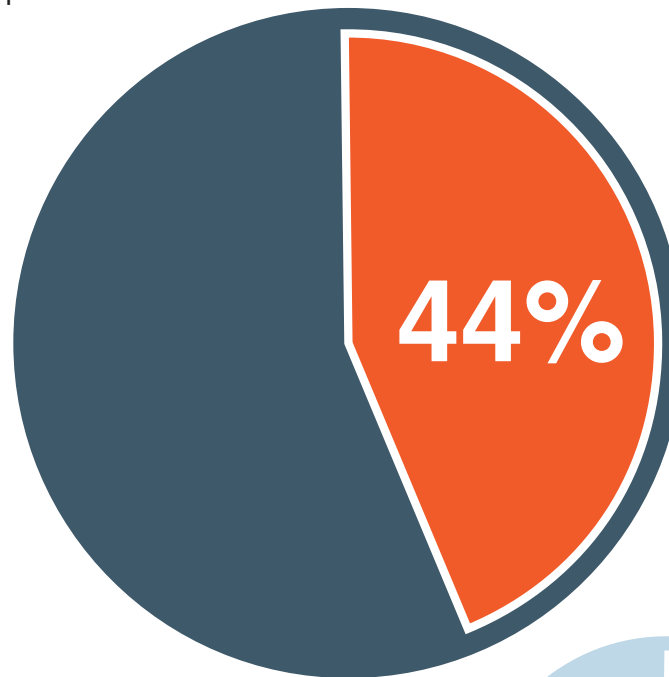
Long live the trade show

A decade ago, the rise of product information available online had many fearing the death of the live event and trade show industry. But the industry has continued to grow and thrive, because rich experiences, networking opportunities, general inspiration and tribal connections are a combination that can't be replaced.

The U.S. Bureau of Labor Statistics predicts that the event industry will

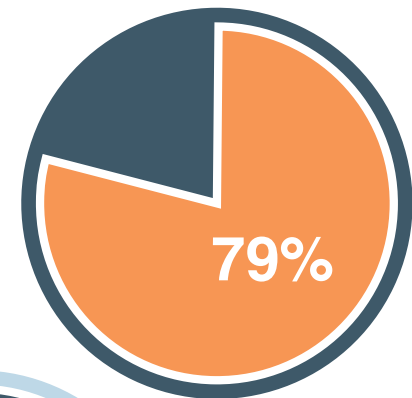
grow by 44%
from 2010 to 2020

Source: U.S Bureau of Labor Statistics



79% of brands
say they will execute more
event and experiential
programs this year compared
to last year

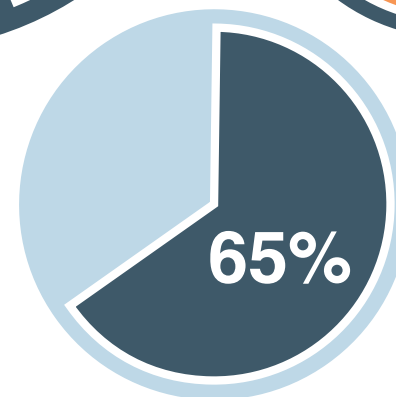
Source: EMI and Mosaic



65% of consumers

said live events helped them have a better understanding of
a product or service, vastly surpassing digital efforts and TV
advertising as methods of recognizing and learning about a brand

Source: Event Track



People can satisfy nearly every craving with the device in their pocket, but trade shows and experiential marketing are booming.

79%

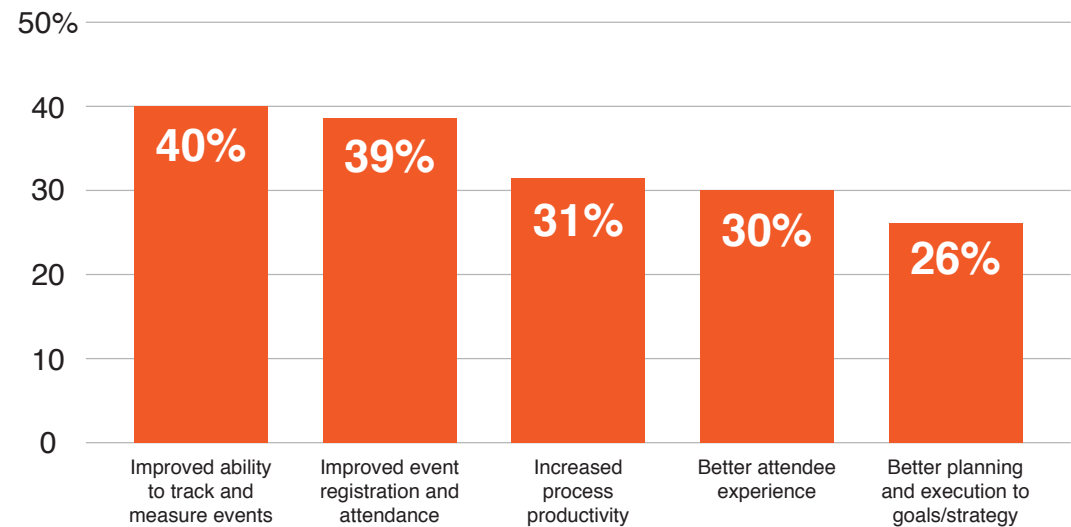
**of U.S. marketers
generate sales using
event marketing**

74%

**of event attendees
say they have a more
positive opinion about
the company, brand,
product or service being
promoted after the event**

Source: Event Marketing Institute and Mosaic

Event technology adapters experience multiple benefits:



Source: Harvard Business Review Analytic Services Survey, March 2018

Trade shows and events: the next generation

Successful trade show purveyors and exhibitors know that evolving the show experience is **critical to attracting and retaining the next generation of attendees.**

Millennials are known for their love of experiences. Creating an “unmissable” event is a must. They see events as a chance to meet new people and experience something new; to create memories and induce FOMO in their social media followers.



67%

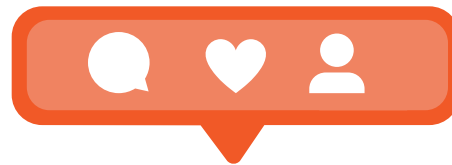
of millennials said the reason they followed a brand on social media is because of an event

92%

of millennials said they'd be open to receiving a personalized email offer, coupon or loyalty reward from the brand following an event

24%

of millennials said they attend events just for “social media bragging rights”



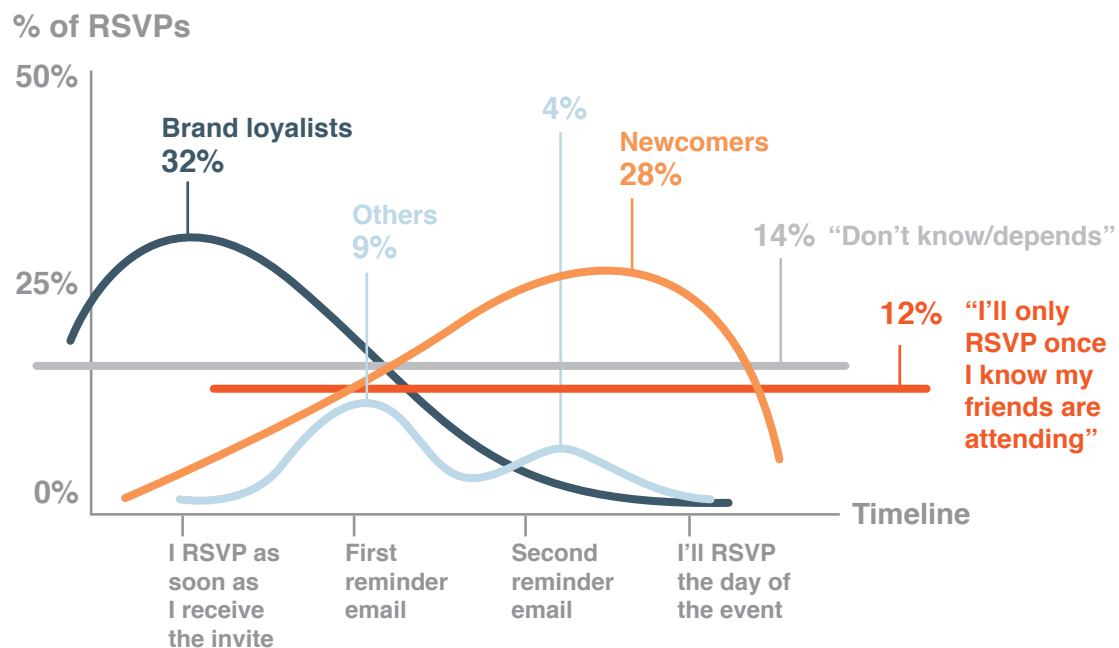
81%

of millennials shared photos on social media at a branded event



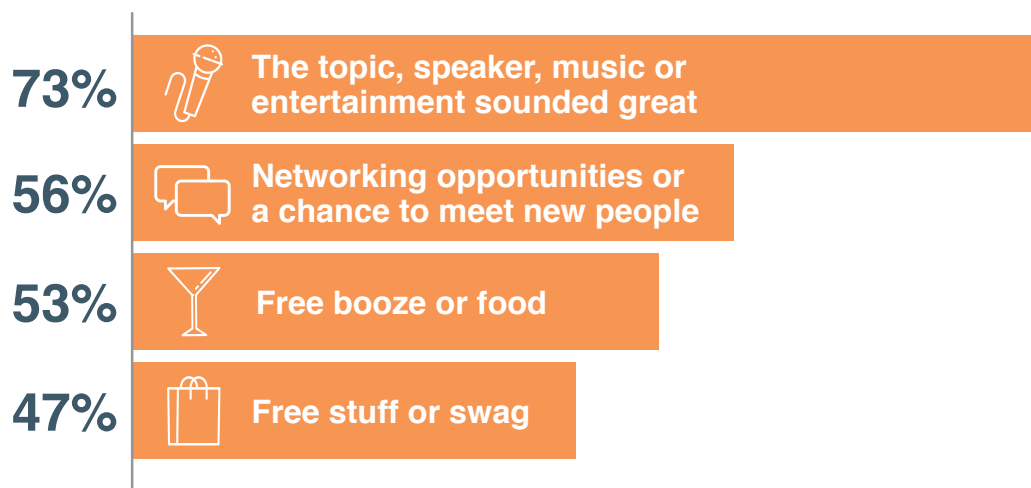
71%

of millennials used the event's hashtag



While millennials who are brand loyalists are likely to register as soon as they receive your invitation, the trend with newcomers and those on the fence is to register much closer to the event. The most successful shows are staying top of mind with email nurture streams and active social promotion to keep excitement high and leverage millennial FOMO.

When asked: “What’s the main reason you choose to attend a brand event?”



Source: Splash 2018 Millennial Brand Event Survey

40%

of millennials said if the invite or event page is ugly, they wouldn't go to the event

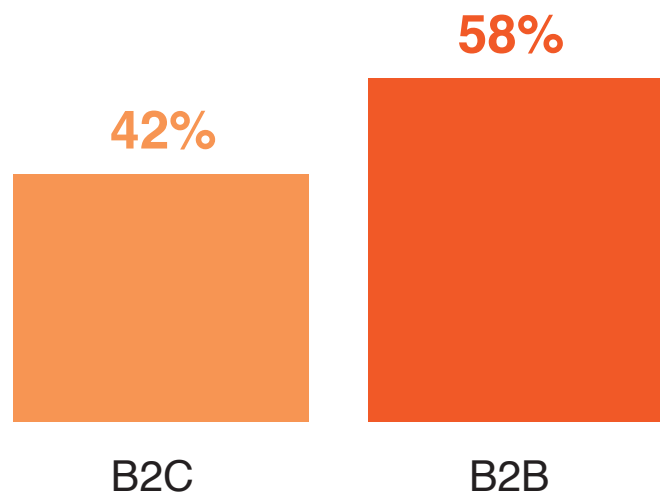


Chatbots: Virtual customer satisfaction agents

People expect to be able to find information they're looking for online quickly and easily. When a business can't provide that experience, it can cause frustration. Chatbots are well suited to ease frustrations by providing the real-time, on-demand information people desire. This can be particularly valuable for B2B companies without deep customer service resources.

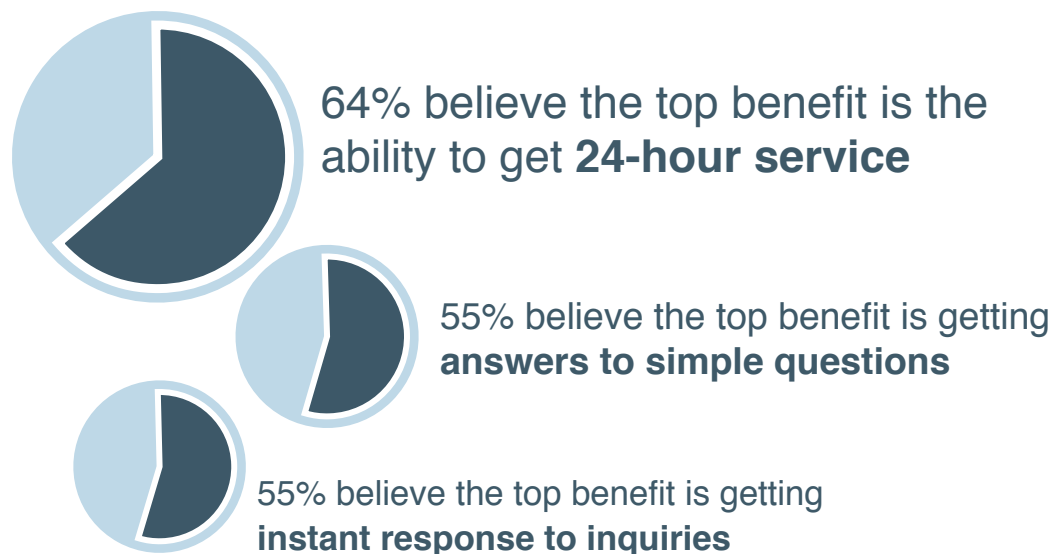


Categories of sites with chatbots



Source: Sites using chatbots gathered from NerdyData

The biggest benefits of using a chatbot

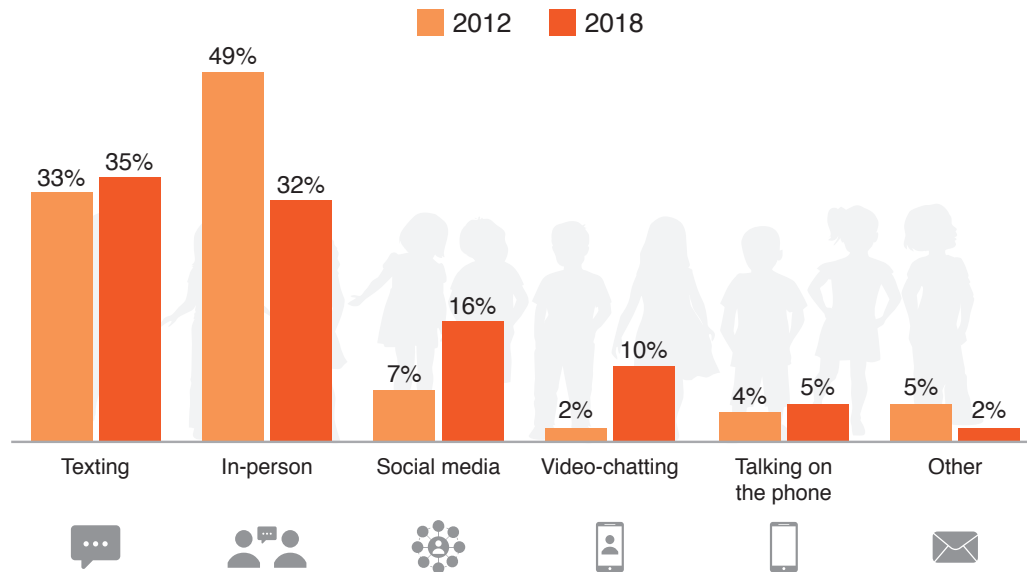


Source: Drift, The 2018 State of Chatbots Report: How Chatbots Are Reshaping Online Experiences

Preferred communication of the next generation

Less talk, more texting

U.S. teenagers' favorite ways to communicate with friends in 2012 and 2018



Based on a survey of 1,000+ U.S. teens (ages 13 to 17) conducted in 2012 and 2018
Source: Common Sense Media

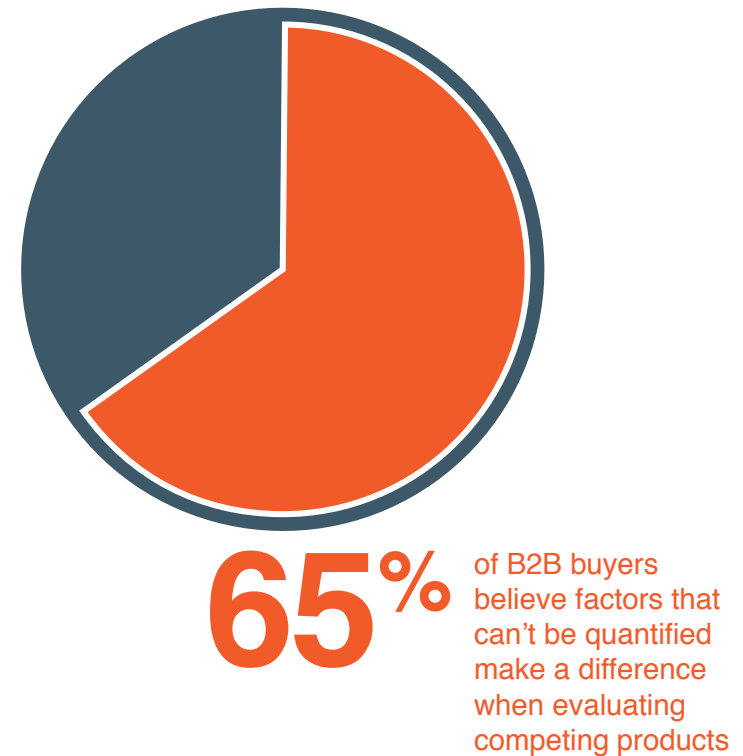
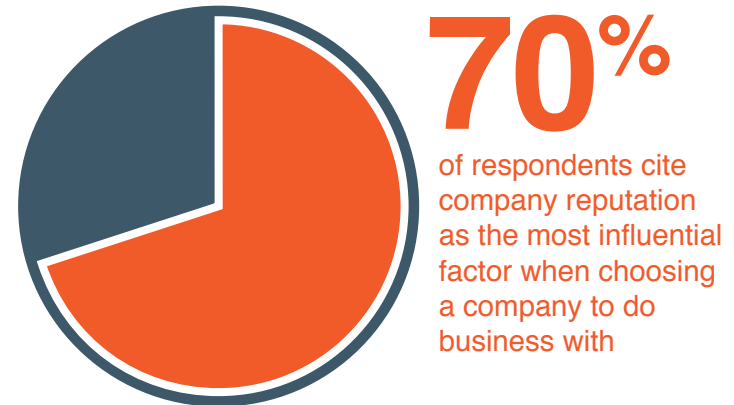
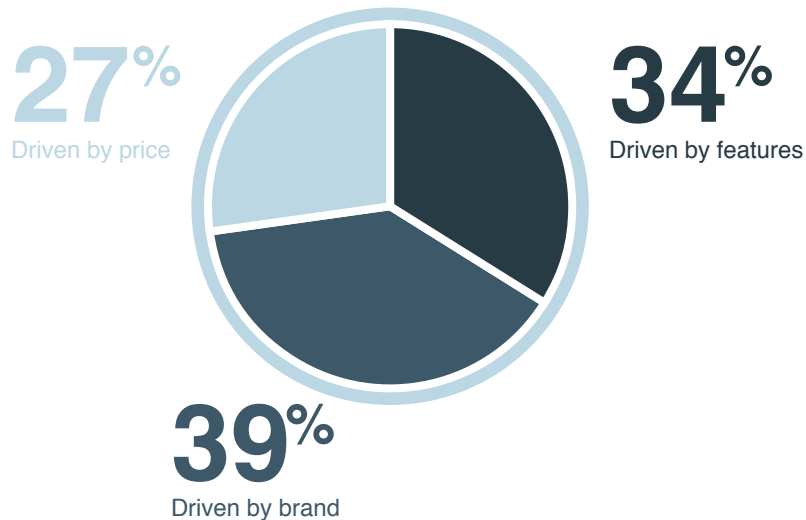
Texting has become the preferred method of communication among teens—above in-person conversation. This bodes well for robust chatbot usage and acceptance as this new generation comes of age.

Branding and B2B purchase decisions

B2B branding is a balancing act. Too much focus on product-specific messaging misses the opportunity to tap into the broader emotional benefits of your brand, while overemphasis on lofty corporate concepts like social responsibility and sustainability risk not conveying what it will actually be like to do business with the company.

Successful B2B marketing has to walk the line, delivering powerful emotional appeal while still offering rational proof points to validate buyer decisions.

Buying decision drivers





Northwestern Kellogg School of Management
argues that there are three dimensions of benefits upon which
B2B firms should build positioning platforms:

1

Functional

what the product does

2

Economic

what the brand means to the
customer in time and money

3

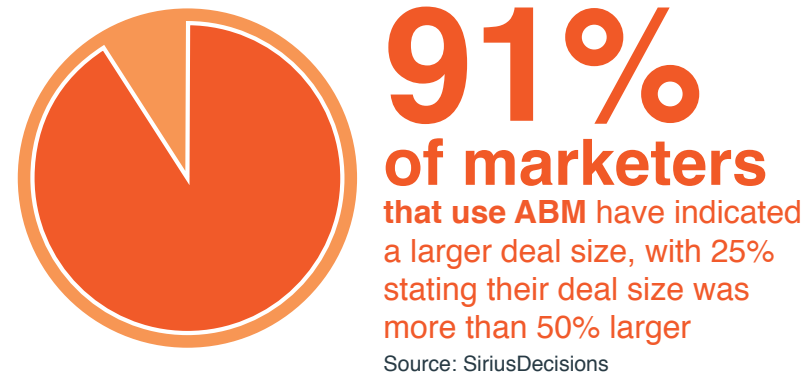
Emotional

how the brand makes
the customer feel

Brands that are able to deliver emotional benefits alongside functional and economic attributes will command an incremental price premium and create a strong competitive advantage and customer brand loyalty.

The impact of account-based marketing

Account-based marketing (ABM) is perfect for B2B firms with high-value, complex sales cycles, allowing them to make a bigger impact by focusing on specific, high-potential target clients.



87%
of marketers
agreed ABM delivers a
higher ROI than other
marketing activities

Source: ITSMA



ABM

is consistently pulled in many different directions; ABM helps to structure your marketing efforts and resources on key accounts to drive the most revenue

Source: Forbes

We hope the findings from this report were enlightening.
Looking to bring more clarity and focus to your marketing strategies? Let's talk.



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Where creativity meets accountability