



MADISON LOGIC.

2024 B2B Marketing Predictions

eBook



Introduction

Anticipating future B2B marketing trends is crucial to campaign and strategy development. At a time marked by rapid technological advancements, unpredictable economic conditions, and continuously shifting consumer behaviors, staying ahead with the latest marketing trends is paramount to flexible marketing motions.

Achieving success today means understanding how innovative strategies can benefit your business needs. Buyers are eager to find brands that provide well-researched, meaningful insights, and want to invest in and create long-lasting partnerships with organizations that offer progressive platforms that help them advance their internal workflows and benefit their bottom line.

2024 offers ample opportunities for modern marketers like you to experiment with and optimize your demand generation strategies to create change and urgency that's reflected in your content and messaging. These are the five B2B marketing predictions to take note of that set you up for better success with your account-based marketing efforts.



Generative AI Is Everywhere—But Brands Still Need Humans to Push Personalization

2024 will be defined by rapid progress and experimentation with generative AI—the greatest technological advance since the Internet. Given the uncertain macroeconomic climate and tighter budgets, we expect marketing teams to leverage generative AI in their daily workflows more consistently. This will streamline time-intensive tasks such as campaign design, audience or competitor research, and content ideation.

Forrester Research predicts that enterprise AI initiatives will boost productivity and creative problem-solving by 50%, driving customer-centric innovation and creating greater business value. However, this increased use of generative AI also comes with a downside: Forrester predicts that over 70% of buyers will complain about the collateral vendors share due to growing frustration over poor personalization and failure to demonstrate understanding their business needs.

The potential for poor personalization and how it degrades the customer experience will force marketers to view generative AI as just a tool and not as an extension of themselves. The only way they stand out among the competition is with content and messaging unique to their brand and the specific needs of their target audience. Marketers will need to leverage intent data to think more closely about customer use cases and solutions for their business problems to more effectively reach buyers.

What This Means For You

Generative AI can help generate content ideas and provide a basic outline for content, but brands will always need human insight to get the most out of their AI tools. You can ask the AI to expand on a subheading within the outline, but you shouldn't use what it provides straight "out of the box." Each AI platform gathers information from what's available on the Internet and will refine answers based on what other users are inputting and drafting—and will even go as far as creating its own statistics and answers for any follow-up questions asked of it.

Human insight goes beyond fact-checking the generated content, of course. You must keep your first- and third-party intent data in mind when identifying target audiences and personalizing content. Once the AI generates copy for an article, for example, you can refine the content using data to dig deeper into buyer pain points and change the tone to match brand guidelines. Focus on the "why" to ensure the piece serves the intended buyer persona and resonates with the right message at the right time within the buyer's journey.

While Generative AI brings a great deal of opportunity, "malinformation" (phishing, doxing, etc.) is a new threat vector. By 2028, enterprise spend dedicated to battling it will surpass \$30 billion, cannibalizing 10% of marketing and cybersecurity budgets.

Brand and Demand Is the New Power Couple

Marketers have traditionally been forced to make hard tradeoffs between their brand and demand activities and decide how to shift budgets when new challenges arise. In 2024, we predict that more marketing leaders will realize the need for a cohesive link between their brand and demand activities and seek out strategies and emerging channels—like Connected TV—that unify their multi-channel ABM efforts.

For most companies, brand-building takes a back seat to demand generation. Marketers often prioritize short-term initiatives to achieve quarterly revenue objectives. This is backed by [Forrester research](#), which found that 67% of B2B marketers noticed buyers are taking longer to commit to purchases than last year. And with buyers becoming more independent when exploring solutions to their business problems, there are fewer opportunities for sales teams to connect with buyers to move them through the sales funnel faster.

The truth is that in-market buyers often don't realize they have an urgent problem to fix. And marketers who aren't focused on capturing these buyers' attention before they know they have a problem are losing their opportunity for quality engagement. To that end, you must create content that bridges brand awareness and problem-solving from the very top of the funnel and gets buyers to move with urgency toward a decision.

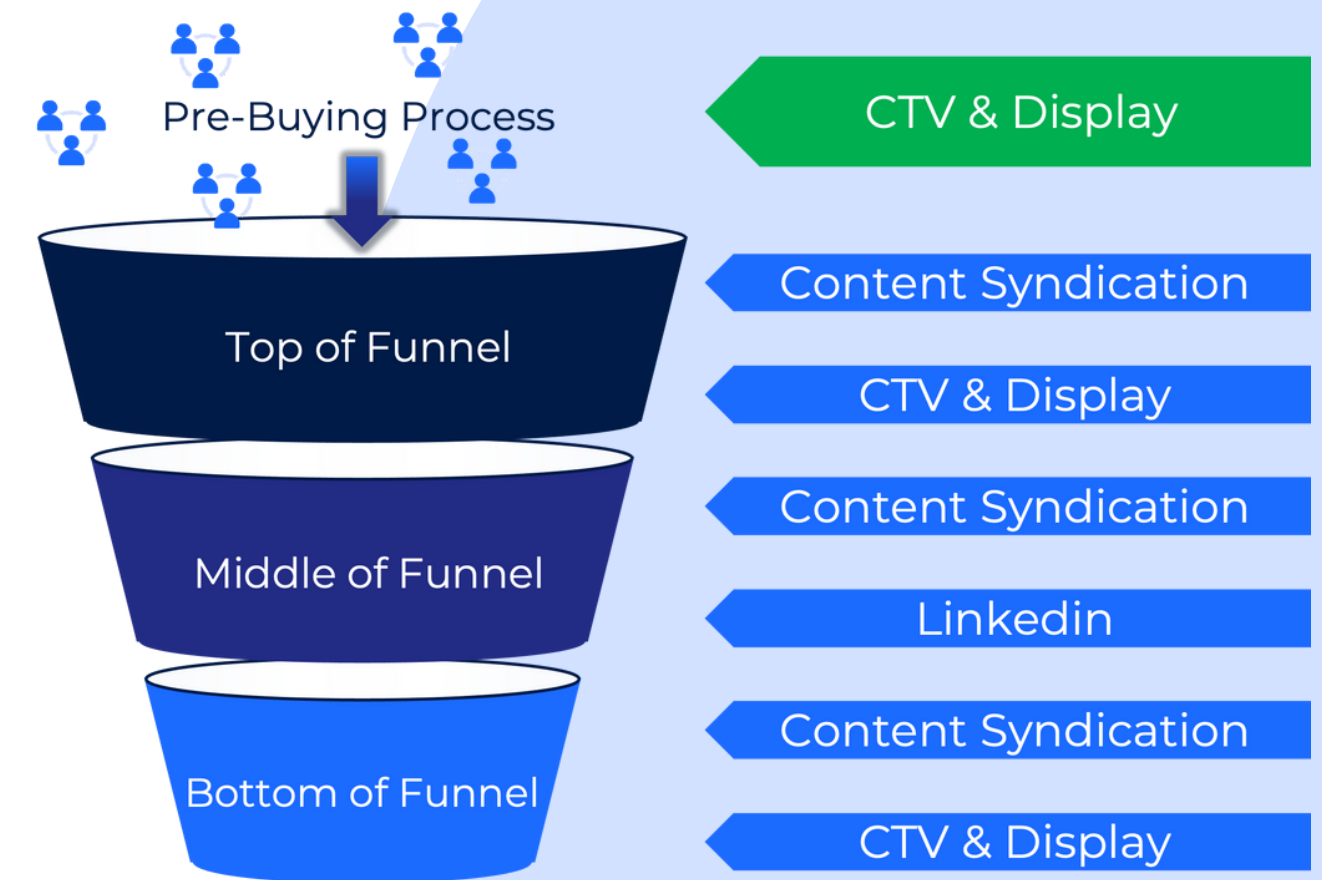
We've heard from our own customers that top-of-funnel brand marketing is becoming more of a priority, but that they often face challenges with securing budget since it's difficult to measure the impact of upper-funnel marketing activity on lower-funnel results. Top-of-funnel activities typically cost more. With more education about effective brand-to-demand strategy alignment and measurement, you can gain more executive buy-in and achieve better results.

What This Means For You

Disjointed brand and demand generation teams must reevaluate their strategies to create a unified journey with cohesive and connected efforts. Lean more heavily on your intent data, firmographic data, technographic data, and buyer personas to create consistent messaging throughout your brand and demand efforts. Analyze how every piece of content drums up awareness and demand to determine where each piece falls within the funnel. From there, you can create a content roadmap that propels engagement from members of the buying committee.

A multi-channel approach maximizes your exposure to buyers so that your brand stays top-of-mind throughout the decision-making process.

With more buyers working from home and utilizing digital channels for an independent buying experience, 2024 is ripe for exploring emerging channels, like Connected TV, to capture buyer attention and surround them with content and messaging. Connected TV (CTV)—which includes Smart TVs and other devices that allow brands to reach their audiences through Internet targeting—is particularly successful at brand awareness and delivering more introductory materials and messaging about a brand and solution. When used in a unified, multi-channel ABM strategy that includes display advertising, content syndication, and social media advertising, you can continue to drive brand recognition through the buyer's journey and gain more visibility into measurement metrics that lead to optimization opportunities.



Nearly half of all U.S. homes already watch CTV every day, and that number is expected to grow to 87% by 2025.

Personalization and Privacy Require More Attention to Balance

Ensuring data privacy across every touchpoint is not just good for business—it's a business requirement. New and existing regulations and guidelines work hard to ensure that personal data is protected from risk and used appropriately to keep sensitive information private.

At the same time, B2B marketers are increasing their reliance on data to create more relevant marketing collateral and engage their customers more effectively. Longer buying cycles and more millennial buying committee members have increased buyer expectations around relevant and customized experiences. In 2024, marketers will need to seek out processes and strategies to balance their personalization efforts and need to keep information and data safe.

According to [Gartner research](#), “86% of B2B customers expect companies to be well-informed about their personal information during a service interaction.” This level of personalization is driven by longer buying cycles and more millennial buying committee members. While first-party data—like that collected from a form fill on the brand's own site—provides a small snippet of account information, it doesn't always provide a full picture of the account or buyer persona. Marketers increasingly need access to multiple data sets to craft and deliver content based on a buyer's mindset and their stage in the buying journey.



What This Means For You

The increased reliance on data to craft personalized experiences means you must place stronger guardrails around your data security. In 2024, we expect to see more B2B marketers strengthening the boundaries around buyer privacy and gravitating toward partners that take data privacy seriously. With Google set to phase out third-party cookies in 2024, you must prepare for the transition with solid first-party data collection strategies and partnerships with transparent third-party data providers.

Strengthen your data protection by identifying and working with solutions and partners that take a proactive approach to data security and privacy through adherence to national and international privacy regulations, guidelines, and best practices, such as the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and Service Organization Control 2 (SOC 2).

The latest [IBM Data Breach Report](#) revealed that an alarming 83% of organizations experienced more than one data breach in 2022.

B2B Influencer Marketing Will Capture Decision-Makers' Attention

Millennial buyers aged 25-44 are increasingly shifting into decision-making roles and are expected to make up three-fourths of business buying teams in 2024. As a result, B2B marketers must adopt new ways to engage these more digital and independent buyers—and one tactic gaining momentum is influencer marketing.

While influencer marketing has traditionally been associated with the B2C industry, B2B marketers are increasingly recognizing the immense potential of influencer marketing to reach target audiences and drive meaningful engagement. According to a poll conducted by InvespCro, 94% of B2B marketers believe that influencer marketing is an effective strategy. And yet, only 24% of B2B brands have incorporated influencer marketing into their overall business plans. We expect this number to grow in 2024 as more marketers see an opportunity to leverage influencer marketing to capture the attention of millennial decision-makers and gain a competitive edge.

More influencers are niching down and becoming micro-specialists within their fields, which parallels the growing interest in B2B marketers for thought leaders across the marketing landscape and within their specific industry. Posts from influencers contribute to brand awareness, positioning the brand as knowledgeable and trustworthy. These posts also help build credibility, as their followers transfer their association and opinions about the influencer to the brand, which will ideally help raise interest in the brand's product positioning and service offerings.

What This Means For You

Ideally, influencer marketing aims to build long-term relationships that lead to opportunities for more collaboration. Strong relationships begin with common goals, so it's necessary to investigate an influencer's audience beyond their number of followers and see how their positioning and voice pair with your brand. Look at the influencer's engagement rate across posts and have them provide elements of social proof (such as comments and open rates). Make sure to communicate what metrics you'll also track to see how successful the partnership is, such as website traffic, downloads from a specific asset, lead generation, and conversion rate.

As the relationship grows, invite influencers to partner on webinars, speak at events or on a podcast, contribute to articles, or have them write a guest post for your brand's blog or op-ed on their blog. All of these marketing motions elevate brand reputation, and help you continue to reach your target audiences and remain top of mind.

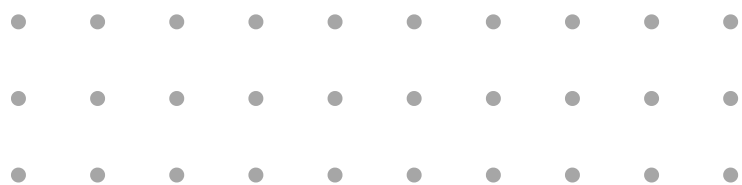
Those new to B2B influencer marketing strategy should begin experimenting with it in 2024 by looking across your company for employees and C-suite members who are already ramping up their contributions on their social platforms. LinkedIn offers Thought Leader Ads, which allow you to promote posts from your executives or employees directly. Not only does this boost their unique opinion and positioning, but it helps generate brand trust and fuel audiences toward analyzing your brand's thought leader opinions against competitors. You can then measure the post's impressions, engagement, and click-through rate for any links that return to your brand's website.

Continued Rigor Around Budgets and Spending

All signs point to 2024 being another turbulent year, as economic uncertainty continues to impact spending decisions. As a result, marketers will need to rely more heavily on data to ensure they're maximizing their budgets for real-time measurement and optimization.

Data-driven, multi-channel account-based marketing (ABM) is the most effective way to maximize budgets and improve operational efficiency. A unified strategy offers the best view of account progression through the buyer's journey, allowing marketers to adjust in real-time to improve campaign effectiveness rather than waiting until the end to realize what went wrong.

All marketing efforts impact ROI. Metrics like customer acquisition cost (CAC) and customer lifetime value (LTV) are particularly important to trace the buyer journey back to specific campaigns and determine how much is being spent to gain the customer and how much money customers provide over their lifetime through renewals and upsells. With a deeper understanding of the campaign's progress and financial impact, it's easier to identify optimization opportunities to maximize efforts and spending.





What This Means For You

To get the most out of your ABM metrics, you must integrate your customer relationship management (CRM) and marketing automation platform (MAP) data sets into one platform. Unifying these data sets allows you to see how prospects engage with content and messaging and uncover areas to shift and optimize. As sales and demand generation teams update their respective systems, it helps both teams determine how to improve their outreach efforts.

You can then layer these insights with first-party data, third-party account data, and engagement data to help create a holistic view of the entire marketing strategy and sales funnel. These deeper, data-led insights ensure a balance between brand-building and demand capture content that satisfies intent signals and content interests across the entire buying committee.

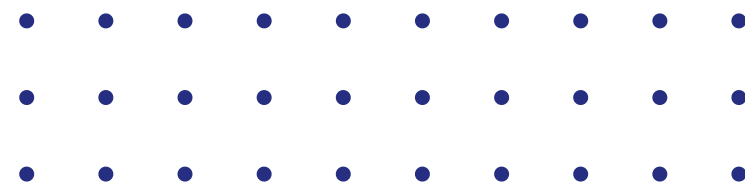
While 74% of B2B marketers set goals, only 3% report that they always achieve them.

Use Predictions to Bring Your Marketing Strategy Into Focus

Salesforce CEO Marc Benioff said, “You must always be able to predict what’s next and then have the flexibility to evolve.” For modern marketers, flexibility means pivoting as proactively as possible.

As with any prediction, what works for one industry or company may not work for others. But that’s where flexibility comes in: successful marketers find room to play within each prediction and discover what their audience responds to best before committing to bringing in a new tool or partnership.

The ability to stay ahead of audience needs is central to experimenting with these predictions. Great marketing motions begin with drilling into data and analyzing ideal customer profiles for continuous optimization across campaigns. When you leverage a data-driven, multi-channel ABM approach, you're better equipped to serve buyers with the most relevant, authentic, credible information that helps them find the best solution to their problems.



How Madison Logic Guides Marketers Through Predicting Buyer Behaviors and Trends

As current market conditions continue to impact business budgets, the “95-5” rule is now the 99-1 rule, where only 1% of accounts are actively in-market—which makes it even more imperative to have the data and tools needed to track buyer behavior and capture their attention.

Stay ahead of your audience’s needs by ensuring you have the most up-to-date data and insights possible. As the leading global ABM activation platform, Madison Logic combines multiple data sets to provide a single score of the accounts demonstrating the highest propensity to purchase and enables marketers to activate smarter, unified multi-channel strategies. With the best real-time visibility into campaign performance, Madison Logic is the definitive answer for modern marketers looking for the flexibility to pivot their approach based on what the future holds.

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