

Stand out from the crowd

B2B marketing trends 2024

onebite – the B2B demand
generation experts

onebite

Contents

The importance of brand3

Resonance, reach, and maximising content4

Blend in-person and digital experiences5

Leveraging thought leaders and influencers6

The personalisation power of AI7

Conclusion8

In a challenging market, standing out from the crowd is crucial to winning business and staying ahead of the competition.

B2B marketers everywhere will recognise that success often comes down to the finest of margins and having a finger on the pulse of the latest marketing trends is essential when planning for the future.

Our latest marketing trends report explores how businesses can leverage these trends and stand out from the crowd in 2024.

The importance of brand

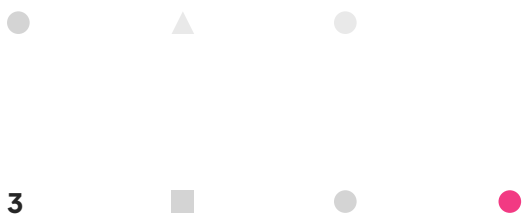
Marketing teams have recently faced increased pressure to do more with less. And many business leaders have demanded a clear correlation between marketing activity and business growth. This approach, while understandable, has created a focus on short-term metrics, such as lead acquisition, often at the expense of overall brand recognition and reputation.

An unwavering focus on brand building and generating customer demand at the top of the sales funnel enables organisations to remain top of mind and build brand awareness across their respective industries. When their prospects enter the buying cycle, it's easy for them to decide who they will buy from—reliable brands that they already know and trust. When consumers lose touch with a brand, or worse, lose trust in it completely, they're likely to turn to a competitor.

There doesn't need to be a binary choice between brand building and lead generation. Ultimately, brand building supports your sales team's conversations with prospects and helps convert them into customers. Fortunately, it's never too late to rebalance brand building as part of your marketing mix.



Take an honest look at your current marketing and your competitors. Identify your current market share and what you can change in your marketing to make sure you have consistent, positive brand recognition.



Resonance, reach, and maximising content

The creative distribution of content will remain a powerful B2B marketing trend in 2024.

1

Know your audience

To optimise distribution and avoid wasted effort you must understand your audience. What are their interests? What format do they want to consume? Where do they want to consume it? What messages resonate?

Research is crucial. Assumptions about your audience can lead to insipid, uninspiring, and irrelevant messaging. Commissioning research is ideal, but at least talk to existing customers and chat with prospects at events. What challenges are they facing? Where do your products and services solve their pain point? Why did they choose you in the first place? This insight helps create benefit-led messaging that provides value to your prospects.

2

Format and channels

Worldwide, the average person spends almost 7 hours a day looking at a screen¹. The current variety of content formats and distribution channels provides unprecedented opportunity to reach your audience with powerful and relevant messages. From videos, live streaming, podcasts, and webinars, to articles, whitepapers, infographics, and social soundbites. Utilising multiple digital touchpoints can elevate your brand visibility and divert attention from your competitors.

3

Maximising content

A piece of well-thought-out and well-produced content can be utilised in multiple ways across numerous channels.

For example, you hold a great webinar attended by high-quality leads. Use the content of the webinar to write a whitepaper; share blog articles around the topics discussed; create infographics pulling out key data points; share snippets across your social media channels. As well as reaching and engaging your audience in multiple ways, this approach maximises budgets and helps showcase ROI to your C-suite.



onebite's top tip...

With everything you do in your marketing, ask the question 'Does this solve a problem for my audience and if so, how and where else can I use this content?'

1. <https://www.comparitech.com/tv-streaming/screen-time-statistics/>

Blend in-person and digital experiences

The legacy of the pandemic will continue to impact marketing trends in 2024. Physical, in-person only events, are a thing of the past. Blending physical and digital interactive experiences via an omnichannel approach is crucial if you are to stand out in a competitive landscape. This approach mitigates the risk of alienating prospects and losing potential sales. According to Snap Consumer, **almost 75% of the world's population, and almost all people who use social and communication applications, will be frequent users of AR by 2025².**

How can this help your business stand out?

Two key considerations for your events should be:



Live streaming

Creates an immersive environment and helps attendees, both virtual and physical, feel part of the experience. This helps prospects learn about your business and products and builds trust in your brand.



Virtual Reality (VR) and Augmented Reality (AR)

Fantastic for demonstrating products and bringing them to life. This creates a memorable experience that is shareable and increases your visibility.

Augmented Reality (AR) for training can create a memorable immersive experience for your teams.



Internal communications can also be enhanced with these experiences. For example, using Augmented Reality (AR) for training can create a memorable immersive experience for your teams. For businesses that have adopted a hybrid approach to work, blended experiences are crucial to onboarding and retention of staff.



When creating your marketing plan for 2024, consider how physical and digital elements complement and enhance each other – don't just consider them in isolation.

2. <https://forbusiness.snapchat.com/blog/augmentalityshift#:~:text=By%202025%2C%20nearly%2075%25%20of,will%20be%20frequent%20AR%20users.&text=Consumers%20are%20striding%20ahead%20and,others%20and%20fuel%20self%20improvement>

Leveraging thought leaders and influencers

Thought leadership is a powerful internal and external communication tool. And this tool is being sharpened by the increase in businesses working with third-party influencers to amplify their thought leadership. This approach helps build brand authority, widens reach, and ensures you remain top of your prospect's mind once they enter the buying cycle.

We explore the importance of thought leadership and how to stand out in one of our [recent blogs](#), but **in summary your content should:**



Take a viewpoint



Stand by it



And add value to your audience

Using influencers in B2B marketing is a relatively new approach, and this offers opportunity to get ahead of the competition. According to a recent study, 94% of marketers believe influencer marketing is a successful strategy for B2B businesses. However, only 24% of B2B businesses are using influencers in their overall business plan³.

With the growth of thought leadership, enhancing your approach by creating authentic partnerships with influencers who align with your brand and values is the natural next step for your marketing in 2024.

These activities can also be supported by user-generated content. Commonplace in B2C marketing for some time, user-generated content is increasing across the B2B space and can provide a bank of additional content, created by your customers, that enhances your brand image, builds trust, and furthers reach.



Do your research before building influencer relationships, make sure they align to your brand values and their content reaches your desired audience. This channel should complement your overall thought leadership strategy.

3. <https://www.forbes.com/sites/forbestechcouncil/2023/04/17/the-need-to-leverage-influencer-marketing-in-b2b/?sh=e943c6f40f88>

The personalisation power of AI

Nearly two thirds of marketers (64%) say AI will be very/critically important to success in the next 12 months⁴.

Many marketers understand AI's potential, but they don't know how best to utilise it. AI's breadth and capabilities are huge, but there are some simple and effective ways you can apply it.



AI integration

Integrating AI into your marketing can support engagement and create personalised experiences throughout the customer journey. Take time to plan your strategy, identify where AI should (and shouldn't) be used, and ensure it equips your team with additional insights to refine your approach.

Integrating AI with your CRM creates a powerful tool to analyse feedback, support interactions, and empower your team to intervene when required. Chatbots using natural language processing (NLP) technology can respond to customer queries, give real-time personalised assistance, and collect valuable data to further your personalisation strategy.



Data collection and personalisation

Collection of third-party data is expected to be phased out soon and in response, companies are increasingly leaning towards first-party data collection and insights. AI can help analyse this data and create personalised experiences based on an understanding of your customer requirements. Finally, AI can take care of repetitive or administrative tasks. Adding AI to your martech stack will free-up time to focus on growing your brand, engaging with your prospects, and driving commercial success for your business.



Take the time to set up a policy that makes it clear to your team where they can use AI and how they can use it.

4. <https://www.marketinginstitute.com/blog/2023-state-of-marketing-ai-report>

Conclusion

Marketing planning can be daunting. Economic uncertainty, fast-moving technology, changing customer behaviours, and pressure to demonstrate ROI can add to this challenge, but there are opportunities to stay ahead of the competition and make your brand stand out.

Our key recommendations for 2024 are:



Research your audience before putting pen to paper (your marketing plan or your content!)



Focus on creating a personalised, immersive, and omnichannel experience



Consider all your marketing activities and how you can repurpose material to maximise its value across various channels

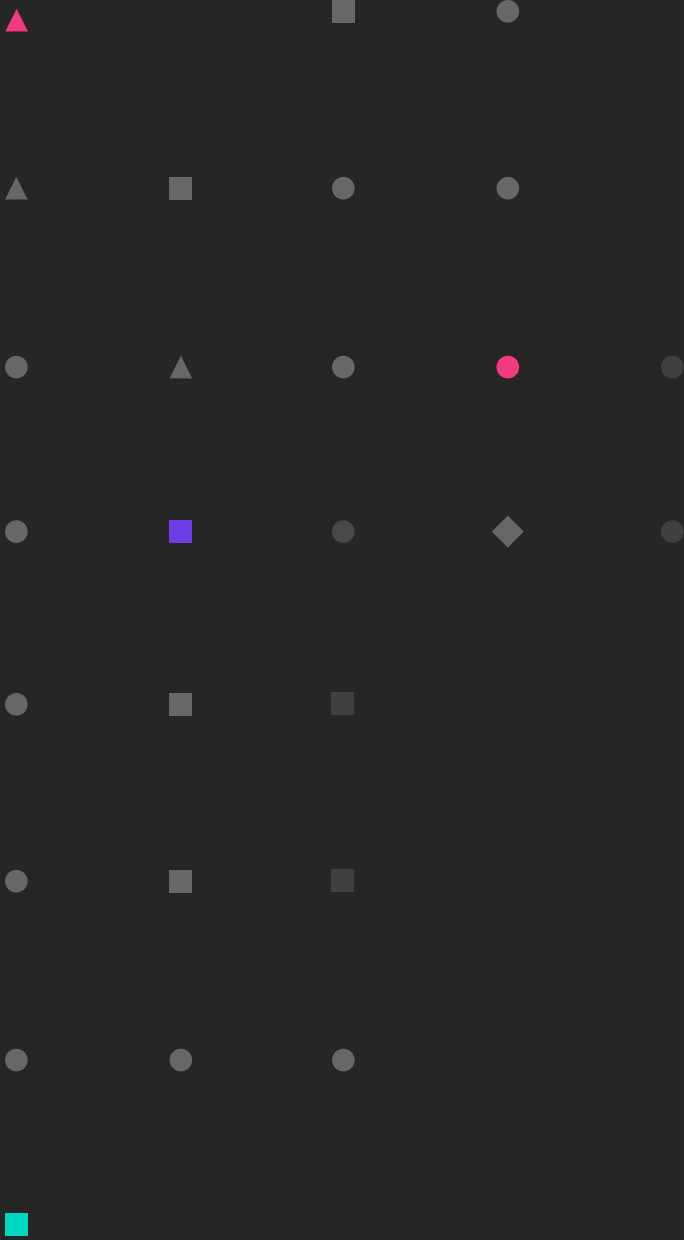


Identify the tools that can help your team focus on driving the commercial success of your business.

If you would like to learn more about marketing trends or find out about onebite and how we have driven consistent, long-term demand generation and brand growth for businesses like yours, we'd love to hear from you.

Our team of specialist B2B marketers can help you connect with your audience and drive them to action. Whether you want to launch a new proposition, refine your strategy to build competitive advantage, or amplify your brand to grow market share.

[Get in touch](#)



onebite

onebite.co.uk • hello@onebite.co.uk