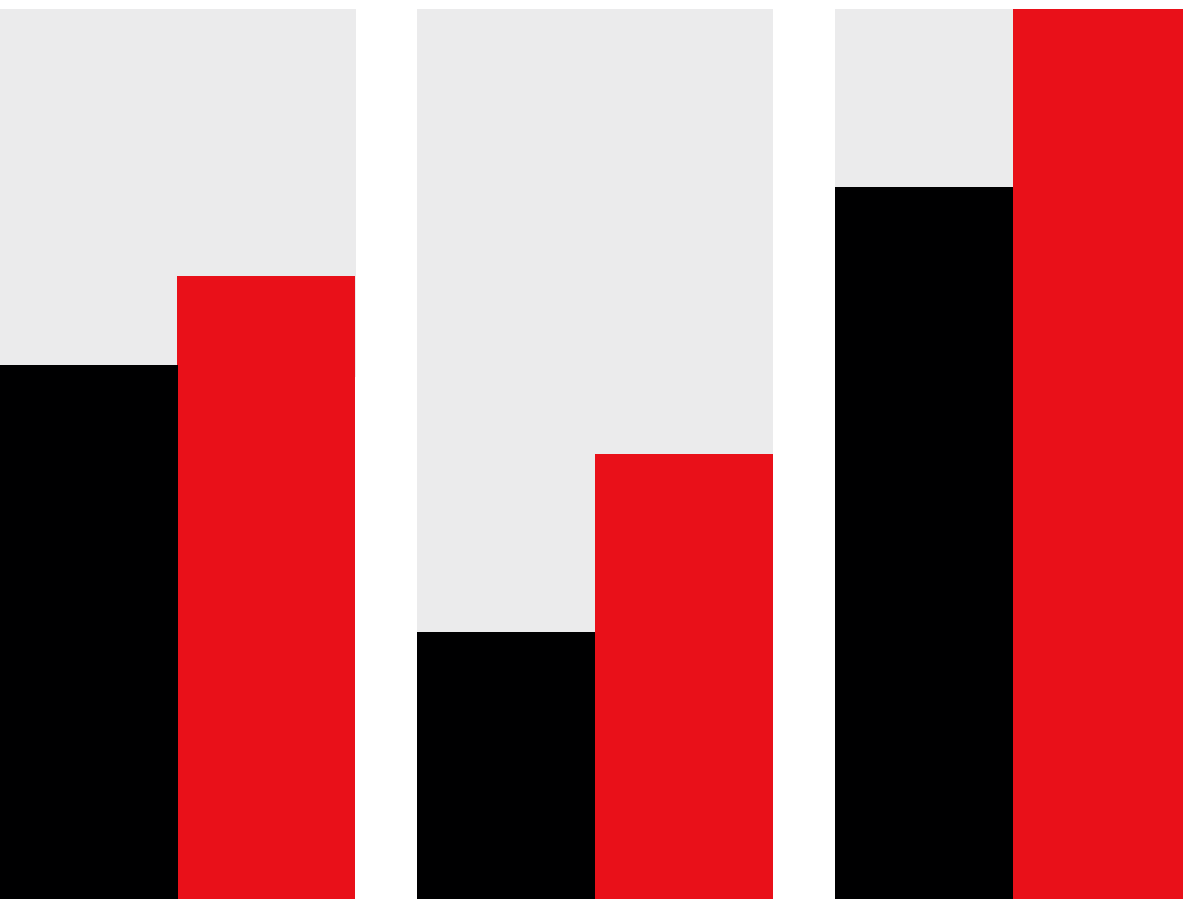


B2B Marketing Trends to Watch

Changes in Buying Behavior, Martech, and Customer Experience Loom

Today's B2B buyers are younger. More than half (59%) are between the ages of 26 and 40 years old, and they expect the B2B buying experience to mirror their B2C journeys. This eMarketer report looks at the factors influencing the B2B sales cycle, including how marketers need to evolve their strategy to reach, engage, and retain millennial and Gen Z buyers, and why a focus on retention, loyalty, and advocacy is invaluable for meeting business consumers' high expectations.



Presented by



B2B Marketing Trends to Watch for 2023: Changes in Buying Behavior, Martech, and Customer Experience Loom

The B2B market is facing younger buying committees, shifts in buyer expectations about the purchase process, overcomplicated tech stacks, and uncertain economic conditions. These factors are changing how marketers can reach, engage, and retain business customers.

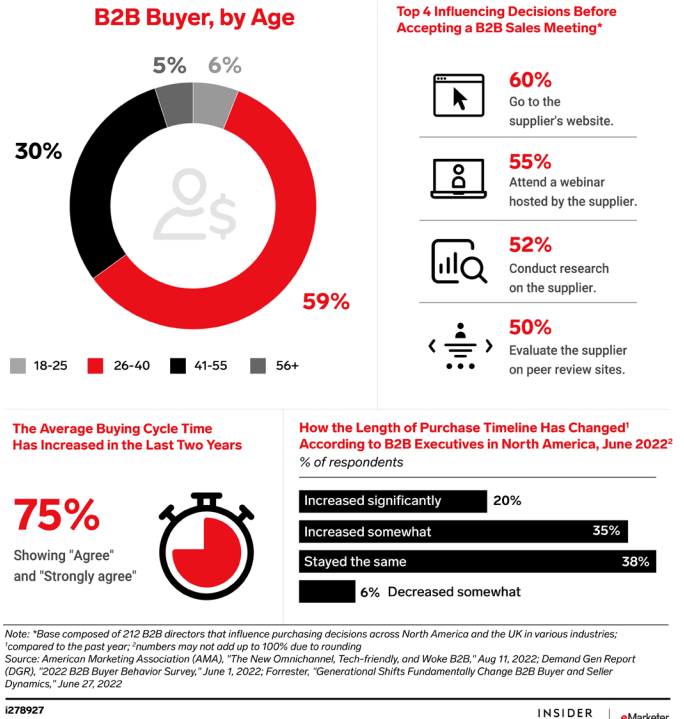
Buyers Reject Traditional B2B Experiences

Younger, digital-first buyers want experiences that mirror their B2C journeys. Millennials and Gen Zers are now dominant in B2B buying committees. These age cohorts prioritize vendors that are easy to engage with and expect to manage their journey on their own terms. As a result, marketers will need to provide interactions that meet these buyers' high expectations.

The buying committee is bigger and more diverse.

Buying experiences now have more involvement from multiple stakeholders of varying generations but still must resonate with each person.

The B2B Buyer in 2023



The time to sale has increased. Larger buying committees mean the average buying cycle is longer. That's complicating efforts to continually engage buyers—especially when the buyers want to control the process.

Predictions

- **Digital self-service will dominate the B2B buyer journey.** Marketers must adjust to reach buyers in digital avenues in a consumer-oriented way and let the buyer drive the discussion.
- **Personalized, targeted content will be imperative.** The mantra of “provide the right content in the right channels at the right time in the cycle to all stakeholders” will be essential.

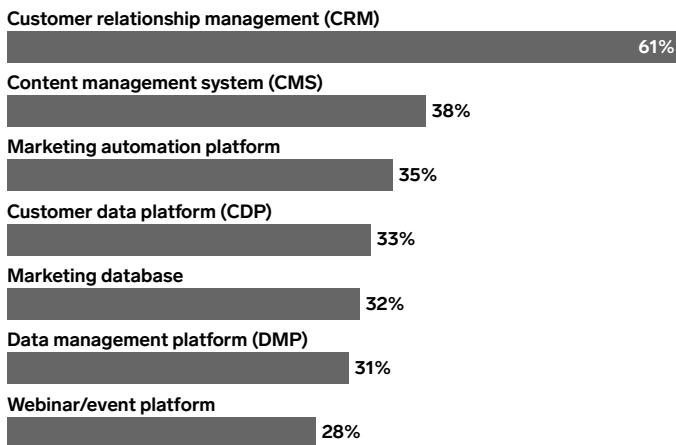
Martech Melds with Companywide Tech

Marketers should streamline tech stacks for better performance and outcomes. But they need to work with sales and customer success to get it right. Data alignment between marketing and sales is crucial to achieve the revenue growth expected from both teams. And strategic collaboration with customer success teams drives customer retention and loyalty.

Marketing technology (martech) will need to be stripped down to achieve goals. Economic conditions and tighter budgets mean that bells, whistles, and shiny objects should only be purchased if they can show tangible impacts on marketing goals while drawing on minimal resources.

Tools in UK/US B2B Marketers' Marketing Technology Stacks, July 2022

% of respondents



Note: 34% UK/66% US

Source: Anteriad, "The 2022 Outlook on Data and Technology: A Year of Herding Cats and Black Holes" conducted by Ascend2, Sep 13, 2022

278152

eMarketer | InsiderIntelligence.com

The importance of tech that drives revenue will only rise. With a focus on revenue rather than simply leads, marketers rely more on customer relationship management (CRM) systems. According to July 2022 data from Anteriad, 61% of marketers in the US and UK have a CRM in their martech stack. CRMs are traditionally owned by the sales team, but they are now essential to show attribution and marketing's contribution to revenue growth.

Predictions

- **Marketers that don't get integration right will miss the mark.** The new standard for martech: It needs to integrate seamlessly across teams and contribute to alignment on revenue growth and customer engagement.
- **The importance of getting complete, normalized, and compliant data will only grow.** Marketers will select tools that help with third-, second-, and first-party data to navigate privacy and regulatory changes and to help manage the data across multiple touch points.

Customer Experience Moves Into the Spotlight

Customer experience will continue to gain prominence.

Customer experience supports B2B firms with recurring revenue and bolsters their valuable reputations in the market. Changing economic conditions, crowded markets, and the consumer-driven buyer will only underscore its necessity. Marketers must focus on retention (plus upsell and expansion), loyalty, and advocacy.

Strong customer experience programs will center on brand, company values, and talent. A purposeful brand, meaningful company values, and attention to talent and current employees all foster a deeper connection with customers and encourage them to stay loyal.

How Will UK/US B2B Marketers' Budget Change in 2023?

% of respondents, Sep 2022

	Spend more	About the same	Spend less
Content creation/strategy	54%	14%	32%
Customer marketing	54%	18%	28%
Digital	54%	12%	34%
Demand generation	47%	14%	39%
Marketing operations/technology	47%	18%	35%
Field/event marketing	46%	13%	41%
Product marketing	46%	19%	35%
Sales enablement	40%	22%	38%
Communications	37%	22%	41%
Account-based marketing	29%	18%	53%

Source: Integrate and Demand Metric, "The State of Marketing Budgets," Oct 12, 2022

278827

eMarketer | InsiderIntelligence.com

Spending will expand beyond core marketing tasks.

According to September 2022 data from Integrate and Demand Metric, 54% of marketers in the US and UK expect to spend more on customer marketing in 2023. That's not traditionally considered a core marketing activity.

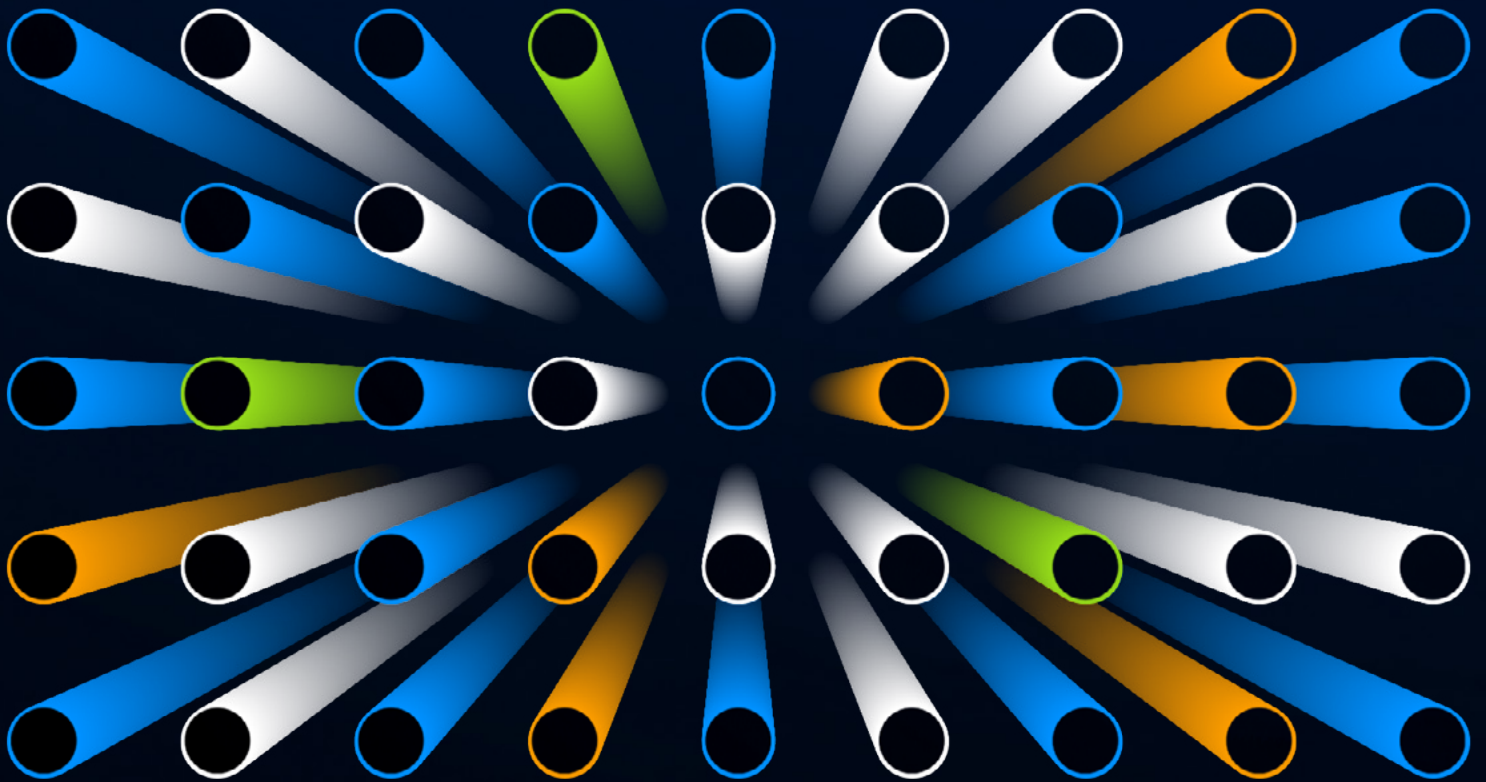
Predictions

- **Marketers will own the full customer lifecycle.** They'll have to build strategies from awareness to advocacy. Plus, they'll be tasked with contributing to a positive, inclusive culture for future and current employees.
- **Marketers will widen their use of B2C tactics.** Personalized, digital B2C experiences now used for acquisition will be applied to retain current customers, demonstrate company values, and foster brand loyalty.



Get Predictable

Precision. You can't afford anything less.



[LEARN MORE](#)

Insider Intelligence Interviews

Insider Intelligence and eMarketer research is based on the idea that multiple sources and a variety of perspectives lead to better analysis. Our interview outreach strategy for our reports is to target specific companies and roles within those companies in order to get a cross-section of businesses across sectors, size, and legacy. We also look to interview sources from diverse backgrounds in order to reflect a mix of experiences and perspectives that help strengthen our analysis. The people we interview for our reports are asked because their expertise helps to clarify, illustrate, or elaborate upon the data and assertions in a report.

Colby Cavanaugh

Senior Vice President, Marketing

Integrate

Interviewed on October 25, 2022

Jill Kramer

Chief Marketing and Communications Officer

Accenture

Interviewed on October 26, 2022

Tamara Prewitt

Vice President, Marketing

Arweave

Interviewed on October 21, 2022

Scott Vaughan

CMO, Go-to-Market, and Marketing Advisor

Interviewed on September 28, 2022

Deb Wolf

CMO

Lookout

Interviewed on October 21, 2022

Editorial and Production Contributors

Anam Baig	Director, Report Editing
Rahul Chadha	Director, Report Editing
Jason Clinkscales	Senior Report Editor
Matthew Corkins	Copy Editor
Justin DeVoursney	Graphic Designer
Joanne DiCamillo	Senior Production Artist
Magenta Fox	Senior Chart Editor
Donte Gibson	Senior Chart Editor
Katie Hamblin	Director, Charts
Dana Hill	Director, Production
Erika Huber	Line Editor
Ann Marie Kerwin	Vice President, Content
Kyndall Krist	Copy Editor
Na Li	Director, Primary Research
Penelope Lin	Senior Copy Editor
Wendy Malloy	Director, Report Editing
Jennifer Merritt	Executive Editor
Stephanie Meyer	Product Specialist
Heather Price	Senior Director, Managing Editor
Erika Skorstad	Copy Editor
Rachel Tatarek	Senior Copy Editor
Amanda Woodman	Copy Editor
Julia Woolever	Senior Report Editor
Ali Young	Senior Copy Editor

Power your next move with clear and credible insights.



Stay informed with daily newsletters

Keep up with timely digital trends delivered straight to your inbox.

[Learn More](#)



Get the bigger picture

Our research is trusted by industry leaders. Over 100,000 business decision-makers, including many of the Fortune 1000 and most major media companies and agencies, subscribe to Insider Intelligence research.

Learn if your company [subscribes](#).



Learn more about B2B marketing trends

For more coverage, visit our [website](#).

We are here to help.

If you are an eMarketer research client and have questions, please contact ii-help@insiderintelligence.com.

If you are not a research subscriber, please send inquiries to ii-sales@insiderintelligence.com.

To learn about advertising and sponsorship opportunities, contact advertising@insiderintelligence.com.