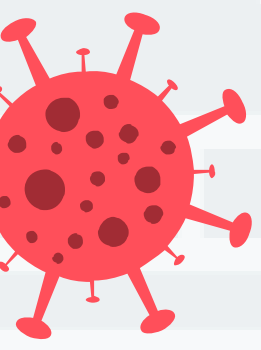


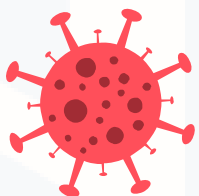


6 Things That Can Improve B2B Marketing Success in this tough time

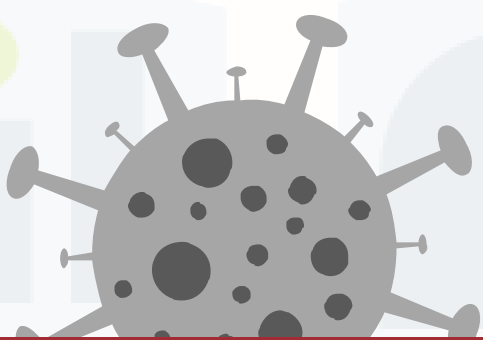
1 in every 5 marketing professional says that COVID-19 has had an extreme impact on their brand & content strategy.
(Bynder Survey)



2x preference for digital sales than traditional sales interactions.
(McKinsey)



72% of marketers project overall 2020 B2B marketing budgets will increase, stay the same, or would cut moderately.
(DemandGen)



1

RECONSIDER YOUR CONTEXT & CONTENT

Not a right time for aggressive sales. Be sensitive in the tone of your marketing. Provide more context that builds trust, interest & addresses customer's concerns.

2

GO DIGITAL

With all major events & tech conferences taking a hit, B2B marketers are going fully digital with social marketing, webinars, virtual events, podcasts, content syndication, SEO, etc. Digital Channels offer more reach, greater control on messaging, engagement & marketing cost.

3

HYPER-PERSONALIZATION IS THE KEY

Knowing your customers well is the first step. Targeted, customized yet an integrated approach to engage your prospects can become a distinct advantage. Real-time & responsive engagement using virtual & smart tech platforms will get you the needed attention.

4

ACCOUNT-BASED MARKETING

Focus on your tier-1 & tier-2 accounts to optimize marketing investments & generate better ROI. Insights-driven, contextualized, and personalized engagement can generate new pipeline from your existing accounts.

5

ENCOMPASS THE LONG SALES CYCLE FOR TIME BEING

Unless you are selling video conferencing software or hand sanitizer, you are likely to see a long sales cycle. Make an effort to stay in front of your top & middle funnel leads through content marketing, nurturing campaigns & messages that will navigate them out of this crisis.

6

DIVE DEEP INTO INTENT DATA

Navigate through the market's purchase activity by leveraging intent data. Watch for those buying signals from your prospective customers & analyze their digital behavior. Translate predictive insights to actionable intelligence with intent data.

Write to marketing@datamaticsbpm.com for our comprehensive B2B Demand Generation & Data Solutions.