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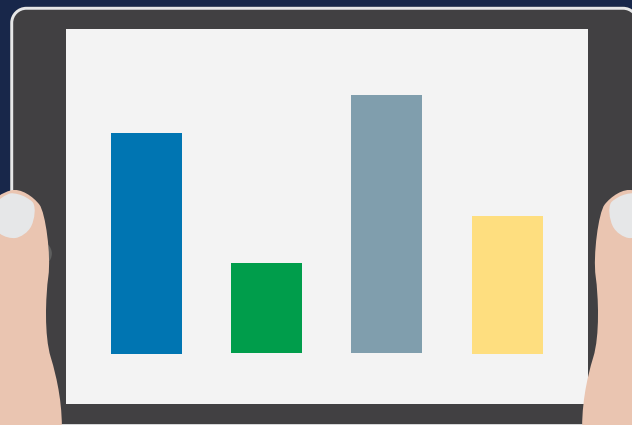
B2B



# Digital Marketing

Trends

in 2021



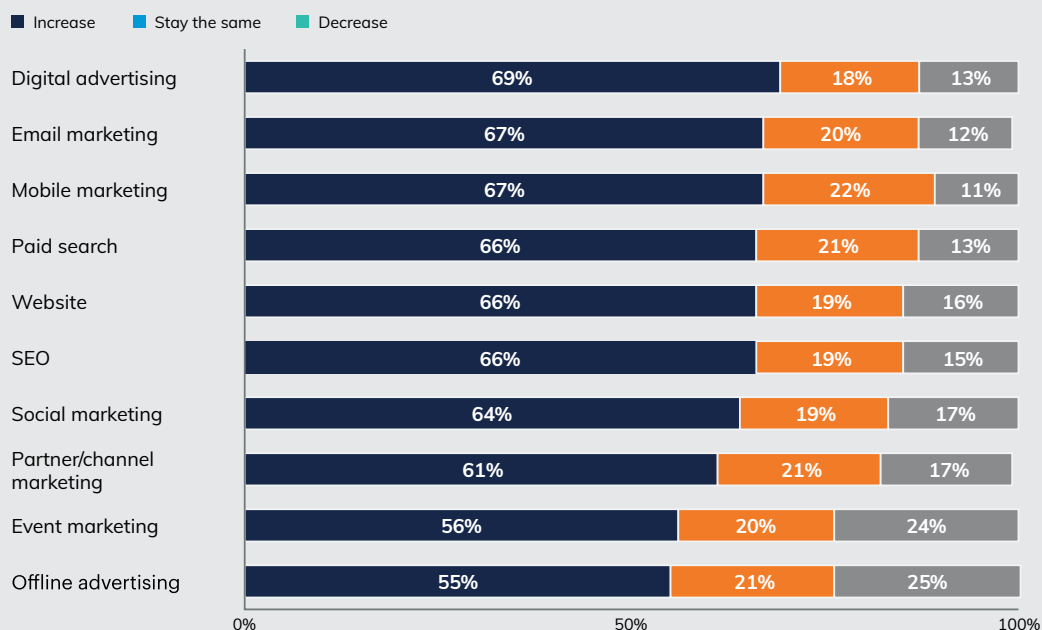
vendedigital

# 21 B2B Digital Marketing Trends in 2021

Forget 2020. Now is the time to get your marketing back on track for 2021. CMOs are optimistic about a recovery; however, budgets will be tight. In 2021 you'll need to focus on cost-effective ways to get in front of more opportunities.

According to Gartner's Annual CMO Survey for 2020-2021:

- Producing Marketing Qualified Leads (MQLs) & Sales Qualified Leads (SQLs) are at the top of their priority list
- Budgets will shift largely away from traditional advertising/marketing to digital marketing
- CMOs believe that digital marketing is a key tool to help build towards a post-Covid recovery



n = 188 B2B marketing leaders, bases vary (excludes "don't know")  
 Q: Compared to the current fiscal year, how do you expect your total marketing expense budget allocated across the following marketing channels to change in the next fiscal year?  
 Source: 2020 Gartner CMO Spend Survey  
 Note: Total may not equal 100% due to rounding.  
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# Picking The Best B2B Digital Marketing Trends for Your Business

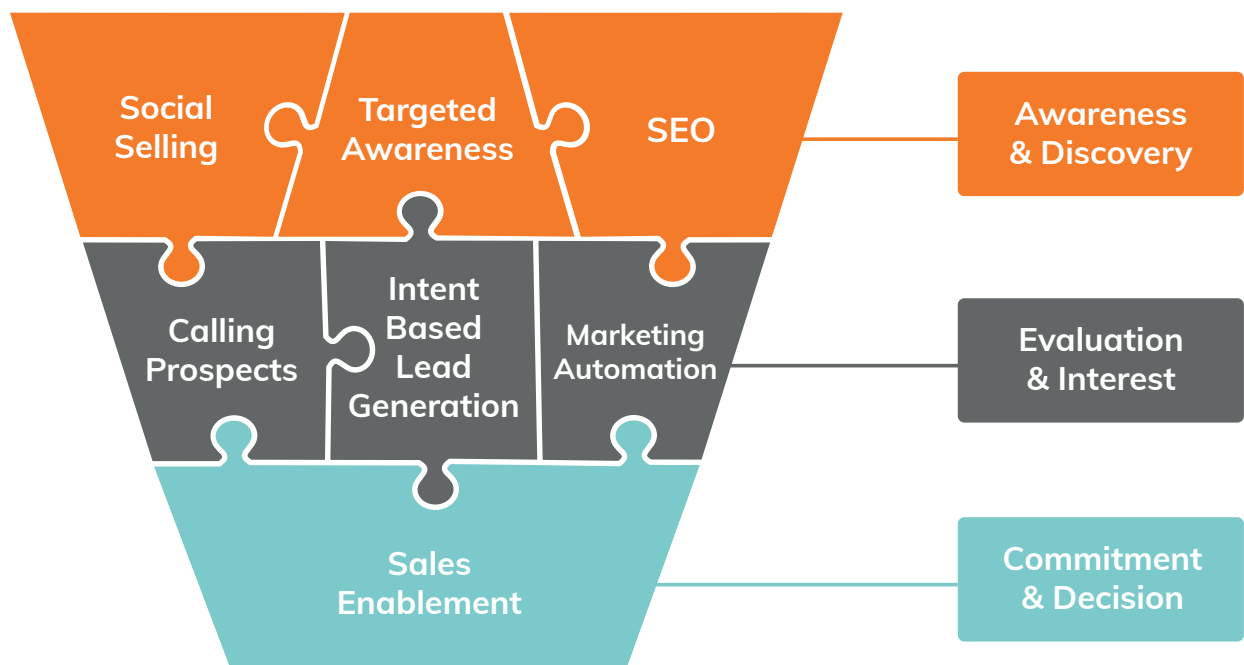
Anticipating digital marketing trends and shifts will be more challenging in 2021 due to reduced and shifting budgets. As we know, trends are just that, trends. It may be difficult to decipher what is new, what is relevant, and what is fading.

At Vende Digital, we work hard to stay ahead of trends and have curated this list of the top 21 trends for 2021. As a business leader, including some or all of these trends in your marketing mix will set your organization up for success.

The key to picking the most impactful trends for your business is to see which trends can fill

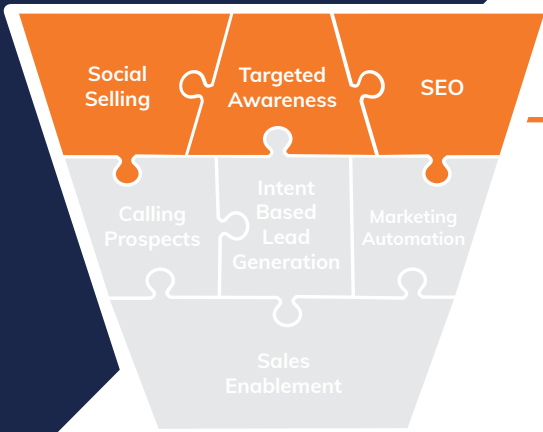
existing gaps you might have within the following demand generation funnel:

- ➔ **Awareness & Discovery** - Do you have a top of the funnel problem? Do you need more traffic? Do you feel like you are the best-kept secret in your industry?
- ➔ **Evaluation & Interest** - Do you have plenty of traffic but can't seem to convert visitors into leads?
- ➔ **Commitment & Decision** - Are you struggling to generate opportunities/appointments for your sales team? Does your sales team have the tools to win more business?



## B2B Digital Marketing Trends By Stage

We have broken these 21 digital marketing trends down by stages of the demand generation funnel to help you connect the dots between your needs and the best tactics that might help.



## Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

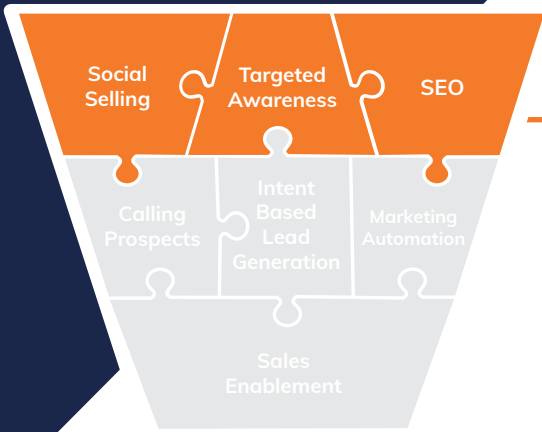
1

**Social/Digital Selling** - Buyer behavior is changing, and in 2021 modern buyers will leverage digital media to identify and vet options more than ever before. Sales reps must properly engage in digital channels to find and connect with modern buyers if they expect to meet their quotas in 2021. Companies like IBM, who have rolled out social/digital selling initiatives, have seen huge increases in quota attainment. Vende can help with custom or [on-demand video training](#) that will equip your sales reps to become modern sellers.

2

**Account-Based Marketing (ABM) Digital Surrounds** - ABM Digital Surrounds are a perfect way to accelerate your ABM Initiatives. Once you have identified targeted accounts, you can leverage various digital tactics to ensure your brand is showing up in multiple places where your targeted prospect spends time online. Key elements of a ABM Digital Surround include:

- Programmatic Display - you can feed a CRM email list, account list, or even physical business addresses into a programmatic campaign and serve display ads. When targeted users are surfing the web, your ads will appear; making your brand look to them like you are everywhere.
- Social Media - like programmatic display, you can feed a CRM list or targeted account list into your campaign; but you can also overlay other [targeting features](#) like title, function, or interest.
- Retargeting - When someone from your target account list visits your website can fire off display or social ads.

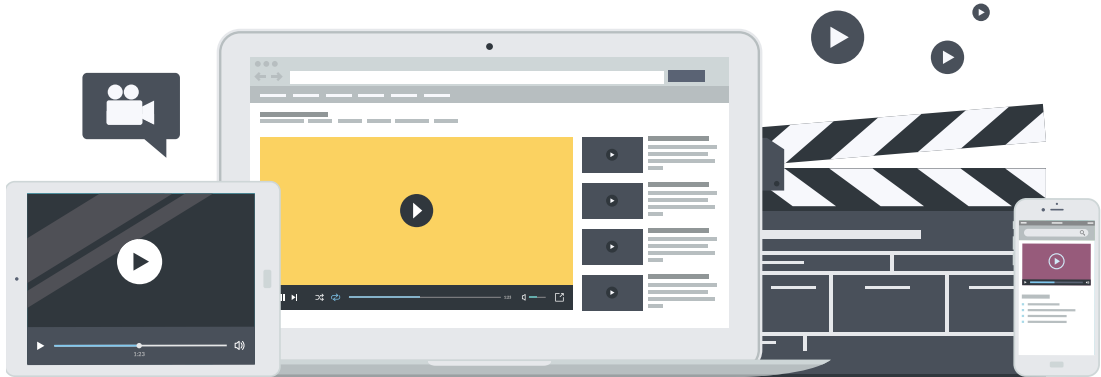


## Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

### 3

**Video** – If you haven’t heard by now, video is not going away! Your brand has a story, and [video](#) is the best way to tell it. It adds a human touch and connection. Three out of four executives watch video to aid in the decision process, 50% of customers would rather watch a video than click on a link, and 60% of customers would rather have the best of both worlds with video and captions.



### 4

**Interactive Quizzes, Surveys, and Assessments** – Interactive Content Marketing is the next big thing! It can help you ramp up your marketing efforts, generate more leads, and dramatically improve conversions. However, building interactive quizzes, surveys, and assessments can be hard if you don’t have a development team. [Outgrow is a terrific tool that you can use](#) to build Calculators, Quizzes, Assessments, Polls, Surveys, etc. with easy to use templates.



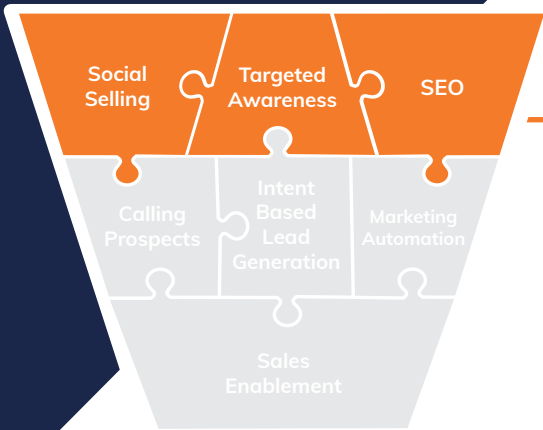
# Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

## S

**Promoting Blog & Video Content** - In 2021, you'll want to promote your blogs and videos via paid social media campaigns. Promoting content via paid social is truly a best buy right now. On sites like LinkedIn, you can target specific companies, roles, titles, CRM lists, and much more. This will get your brand in front of the exact buyers you are trying to reach in a way that not only reinforces your value proposition but also drives traffic to your website.





## Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

### 6

**Podcasts** - Podcasting is one of the most effective ways to turn your executives into thought leaders with content that reaches prospects. It is estimated that over 155M people in the US will listen to a podcast in 2021. That's over half the population! While having your own podcast show is an ideal way to tap into this market, you don't have to start there. An easy entry point is to [become a guest on a podcast](#) that already exists.

### 7

**Technical SEO** - Search engine traffic is "buyer initiated," making it incredibly valuable for any business. In 2021, for your website to achieve prominence in search results, your site's pages need to be secure, mobile-optimized, free of duplicate content, fast-loading, and a thousand other things that go into technical SEO. However, it's worth the effort because over 80% of B2B decision-makers conduct at least one search during the decision process. Best of all, organic search engine traffic is FREE! Vende can [crawl your website and give you some quick feedback](#) on issues you might have with Technical SEO. It's a good 1st step.





# Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

## 8

**Google My Business (GMB)** – Your GMB Listing has become your homepage on Google. It is a [critical SEO factor for 2021](#). GMB allows your business information to appear in that highly coveted above-the-fold real estate on a search result page. With 80% of consumers not looking beyond the first page, it can be a powerful tool to drive organic. If implemented correctly, your business can show up for key phrases as well as your company name. Be sure to thoroughly complete profiles and use consistent descriptions of your business, addresses, phone numbers, etc.





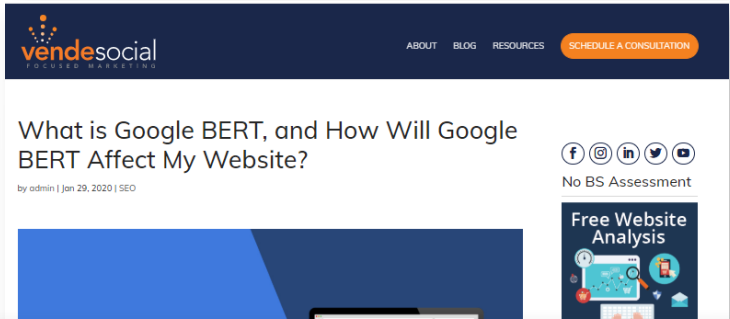
## Awareness & Discovery

**Goal:** To be discovered by your target audience, reinforce the problems you can solve, and drive qualified traffic to your website.

# 9

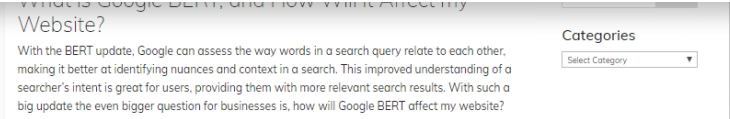
**Featured Snippets** – [Featured snippets](#) are selected search results that are “Featured” on the top of Google’s organic results--otherwise known as answer boxes because, well, they answer the question to your search by presenting it in a box. A URL in the featured snippet box allows additional exposure to the linked site, which is extremely important for content creators and publishers. Be sure to include a question/answer call out within your blog to give your content the best shot and showing up in Google’s answer engine.

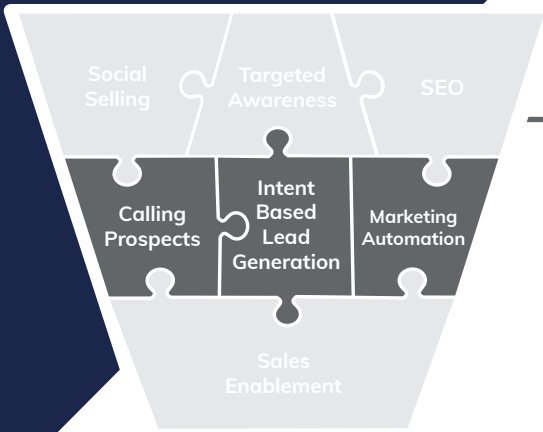
Question/Answer Call Out



**How do Google algorithms work?**

Google ranking systems sort through billions of webpages to find the most relevant and useful results. These ranking systems are made up of a series of complex algorithms that tell a computer how to complete an assigned task. Google’s search algorithms look at many factors including keywords, relevance, usability, expertise, and location. The algorithms assign a rank to each page, and higher ranked pages will appear further up in Google’s search engine results page (SERP).



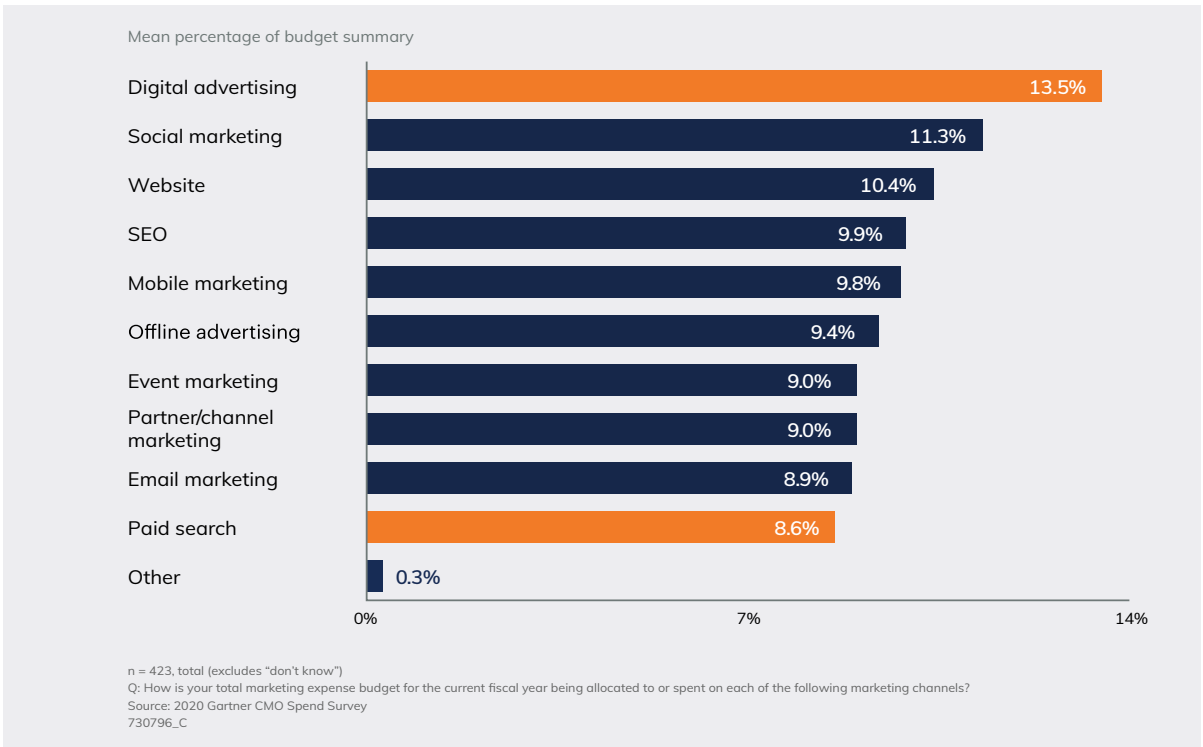


## Evaluation & Interest

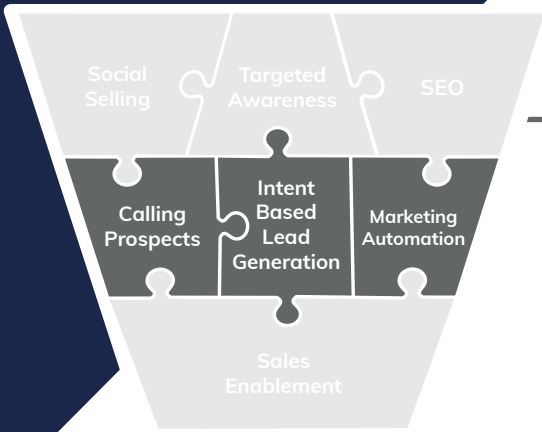
**Goal:** To generate qualified leads by educating/informing prospects and getting them to opt-in to your marketing communications.

# 10

**Digital Advertising** - According to Gartner, digital advertising will receive the largest share of the 2021 marketing budget. In 2021 there won't be a better place to invest advertising dollars to produce leads. At Vende, we are successfully running digital advertising campaigns that consistently produce qualified leads in the \$25-50 CPL range. However, it is important to invest in multi-channel, intent-based strategies to optimize performance. This can include a combination of paid campaigns that integrate paid Social, Search, Programmatic, Retargeting, and Syndication. Schedule a [complimentary planning meeting](#) with Vende to learn more about how to get a digital advertising campaign started for your business.



Source: Gartner Annual CMO Survey 2020-2021



## Evaluation & Interest

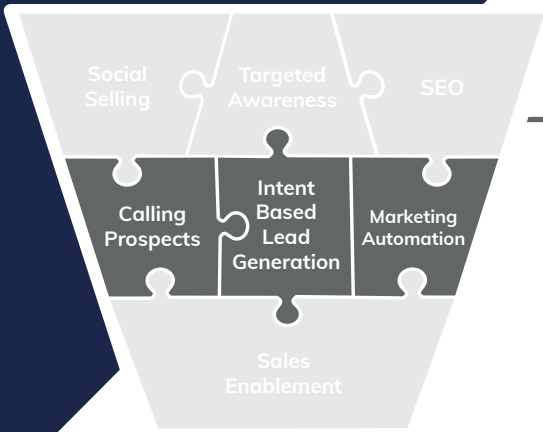
**Goal:** To generate qualified leads by educating/informing prospects and getting them to opt-in to your marketing communications.



**Virtual Events/Webcasts/Lives** - The COVID-19 pandemic has changed the world of event marketing; however, the need for buyers to learn and evaluate solutions hasn't gone away. Live video is skyrocketing in popularity and gets 180 times higher engagement vs. native video. As a result, virtual events, webcasts, and lives have exploded over the last year. In 2021, businesses should incorporate this type of marketing communication into their media mix. An easy way to get started is by promoting an event on LinkedIn. [The LinkedIn Events feature](#) allows you to easily create Events and invite your connections. Events can be recorded and used as gated assets for post-event marketing and lead generation.



30% of the attendees from this event come from organic outreach via LinkedIn events.

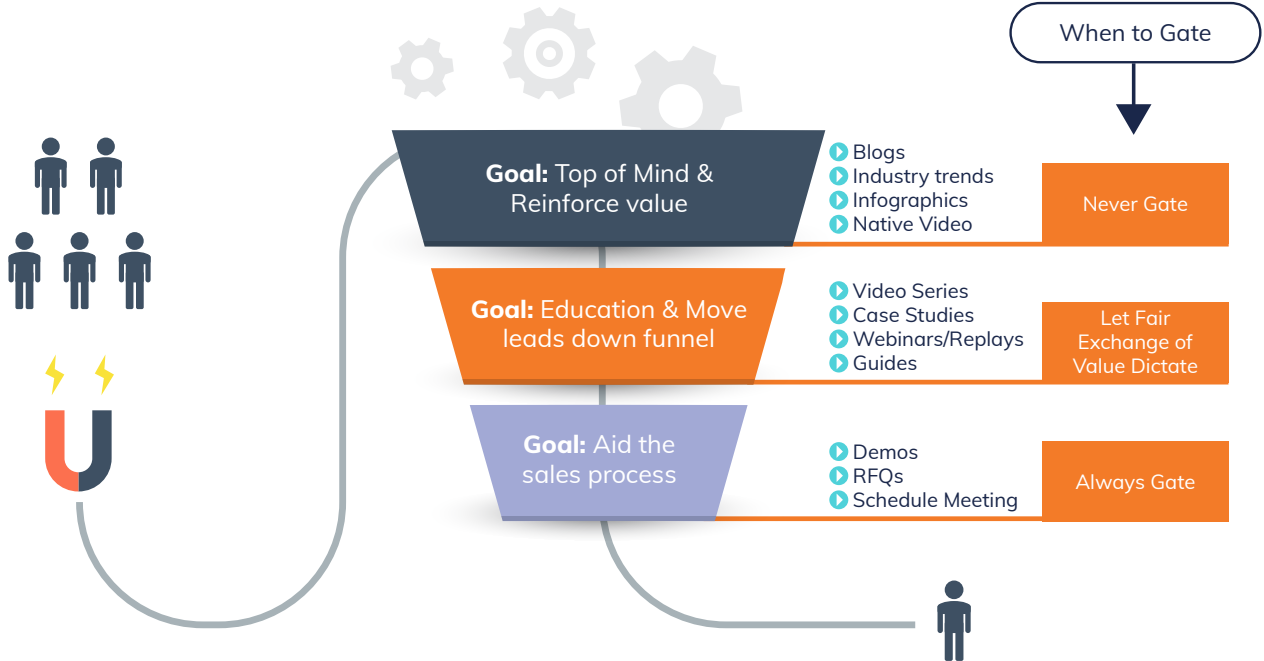


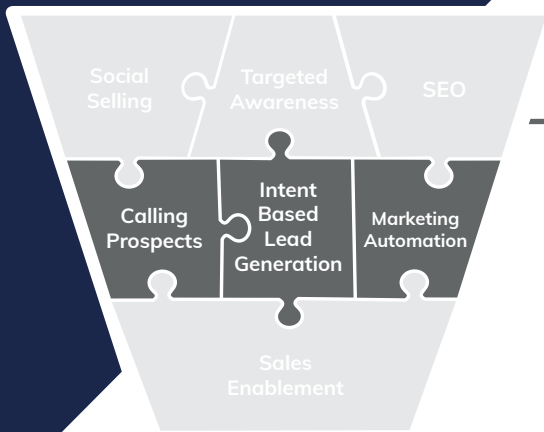
## Evaluation & Interest

**Goal:** To generate qualified leads by educating/informing prospects and getting them to opt-in to your marketing communications.

# 12

**Gated Lead Magnets** - The quickest way to grow leads is to add multiple gated lead magnets into your media mix. Gated lead magnets allow you to share useful information with your audience in exchange for their information. This *21 Digital Marketing Trends Guide* is an example of a gated lead magnet. You had to give us your contact information to access the guide. The best lead magnets provide instant value to the reader, focus on a single problem or challenge, position your company as a subject matter expert, and always include a path forward (i.e., how to take the next step with your business to overcome their challenge). Lead magnets can be promoted in multiple ways; for example, digital advertising campaigns, as [resources on your website](#), and influencer marketing. We recommend producing at least one new lead magnet per quarter and that you test/promote multiple assets at a time. See the following chart on the best types of content to gate.





## Evaluation & Interest

**Goal:** To generate qualified leads by educating/informing prospects and getting them to opt-in to your marketing communications.

# 13

**Nurture & 'Next Step' Drip Email Sequences** - 90% of the clients we begin working with aren't emailing their contact list enough. Email is one of the most cost-effective ways to stay top of mind and drive leads to your business. It is also one of the most intimate access points you have with a prospect. You should be emailing multiple segments of your list every day. Start with weekly nurture email sequences. You can promote your most recent blog, share tips, or provide company updates. Here is a [planning tool](#) to help you manage a nurture email effort for your business. Next, each gated lead magnet should have it's own 'Next Step' drip email sequence. This is a series of emails that are delivered to customers, moving them towards taking the next step with your business. See the chart on the next page for a proven sequence we use with many of our clients.

### Email 1: Lead Magnet Delivery Asset

- ▶ Include a link to the asset
- ▶ Include your USP from Day 4
- ▶ Include your "Next Step" Plan from Day 9

Sent immediately

### Email 2: Problem / Solution

- ▶ Start with your USP as the intro paragraph
- ▶ Expand on what life would look like if they stayed where they are
- ▶ Include empathy statements like "At [Company], we understand that [problem] can be [emotion]. That's why we offer [move to "Next Step" plan]."

Sent on day 2-5

### Email 3: Testimonial / Success Story

- ▶ Tell a simplified customer success story and tie it to your "Next Step" Plan.
- ▶ Add a P.S. statement below your signature. "P.S. [First Name], if you would like to see similar results for your business, then [Step 1 of your "next step" plan. We would love to talk with you and see how we can help overcome [problem from Email 2]."

Sent on day 5-10

### Email 4: Overcoming an Objection

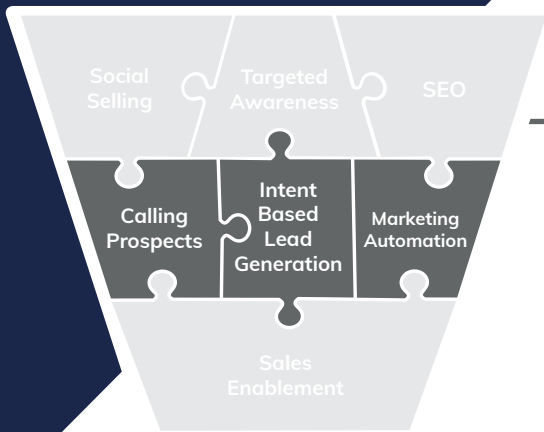
- ▶ Take the most common objection your company hears and use the "Feel, Felt, Found" method to show how what might appear to be an objection to the customer is really a benefit. Here is an example: "A lot of people we talk to initially feel that working with an agency would be too expensive."
- ▶ End with your "Next Step" Plan

Sent on day 10-14

### Email 5: Act Now

- ▶ The purpose of this email is to get them to take action.
- ▶ We like using a subject line like "Still on the fence about [1st step in "Next Step" Plan]?"
- ▶ This is also a good email for either adding something of additional value or taking something away.

Sent on day 14-18



## Evaluation & Interest

**Goal:** To generate qualified leads by educating/informing prospects and getting them to opt-in to your marketing communications.

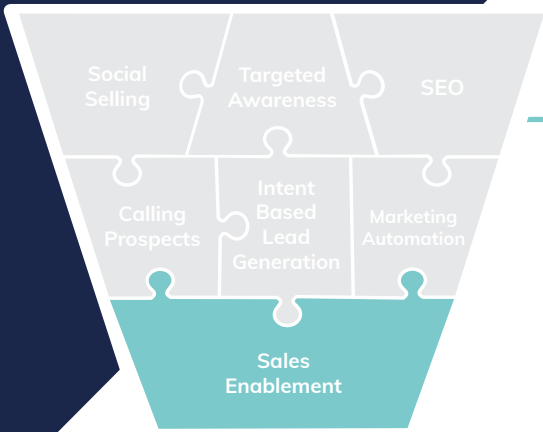
# 14

**Persona Centric Websites** – Identifying your ideal persona is crucial in the digital world. In order to understand and reach your audience, you must first identify who they are, what they look like, and how to market to their buying behaviors. When customers land on your website, they want to know, “What’s in it for me?” Your organization must be able to fulfill that experience in a clear and concise manner. Investing in tools and technology brings web content personalization in the B2B realm to life. Tailor content to specific personas rather than the “one size fits all” approach. Investing time in persona development will allow you to give customers a personal and unique experience.

# 15

**Website Housekeeping** – Keeping up with compliance issues can be a daunting task, especially with multiple changes happening at a rapid pace. New website requirements now in effect:

- ⊕ ADA Compliance – “The Department is currently developing regulations specifically addressing the accessibility of goods and services offered via the web by entities covered by the ADA. The fact that the regulatory process is not yet complete in no way indicates that web services are not already covered by Title III.” – Statement of Interest of the US Department of Justice.
- ⊕ GDPR Compliance – General Data Protection Regulation is the baseline standard for companies that handle EU citizens’ data to help safeguard the processing and movement of personal data. Even if your company does not operate in the EU, it is still subject to GDPR if your customers or potential customers live, work, or visit the EU.
- ⊕ CCPA Compliance – California Consumer Privacy Act went into effect on 1/1/2020. In order to ensure that the personal data of California residents are not illegally accessed by means of data breach, the state will now require security procedures and practices.



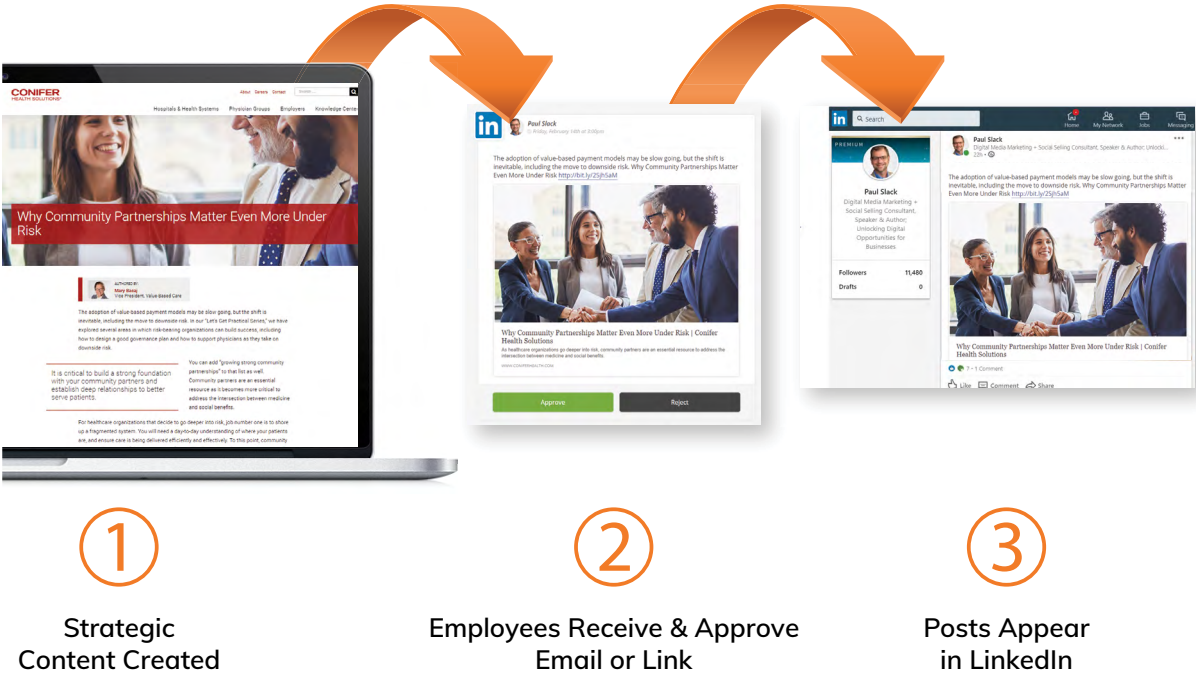
# Commitment & Decision

**Goal:** To close more business by aiding the sales process.

# 16

**Employee Amplification** – Establishing your sales team as thought leaders by utilizing [employee amplification](#) is a powerful way to turn online connections into real-world opportunities. Start by identifying specific blog content or social posts your team members can share at different stages in the sales process or for specific industry verticals. Next, provide pre-done messages or social posts with links to these blog articles for your sales reps to share at various intervals in their sales cadences. Vende offers a software tool that can help facilitate this process. [Contact us](#) to learn more.

Example of VendeAmp Employee Amplification Software



1

Strategic Content Created

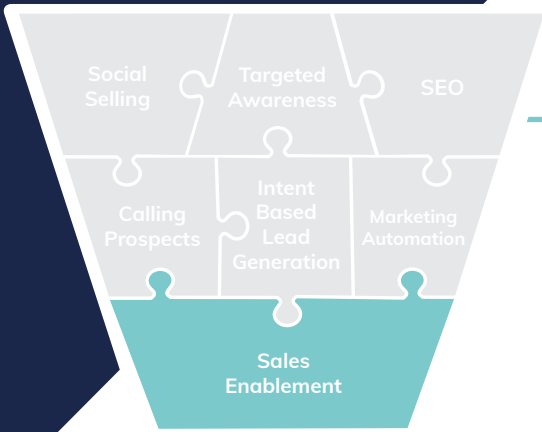
2

Employees Receive & Approve Email or Link

3

Posts Appear in LinkedIn





## Commitment & Decision

**Goal:** To close more business by aiding the sales process.

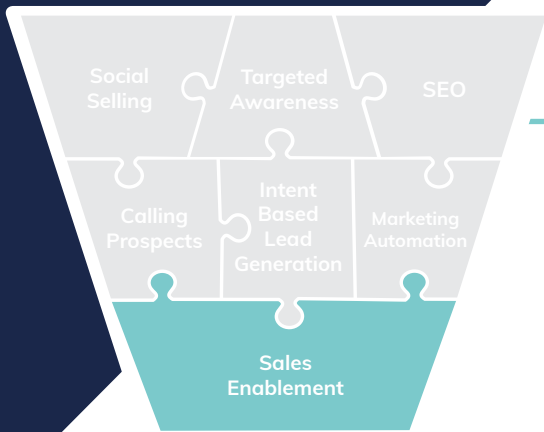
17

**Account-Based Marketing (ABM) Videos** - On average, there are over 8 people involved in the typical B2B sales process. However, most sales reps only have a strong relationship with a single “champion” within the targeted prospect account. ABM videos are customized for each opportunity and tailored to address their specific needs. Since ABM videos often get shared, they ensure that everyone involved has seen and heard exactly how your company can help them achieve their objective. [\[Click Here for an Example\]](#) Vende can create ABM Videos starting at \$300/video.

18

**Personalized Video** - Video isn’t just for brands. Your reps can use it throughout the sales process to capture attention, keep deals moving forward, and close new business. Remember, people buy from people they know, like, and trust. helps reps connect with prospects in a human way and can be a real competitive advantage. Sales reps can leverage personalized video for prospect outreach, to establish themselves as guides/SMEs [\[Click Here for an Example\]](#), to send video reminders for meetings/events, and handle account hand-offs.





## Commitment & Decision

**Goal:** To close more business by aiding the sales process.

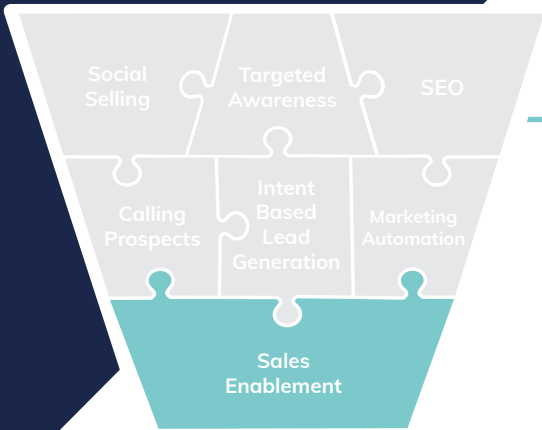
# 19

**Anonymous Visitor Tracking** - The best B2B websites convert 3-5% of their traffic. This means that more than 95% of your website visitors come and go without you knowing who they are. Since buyers will come to your website multiple times during the purchase processes, it's important to alert your sales reps when one of their targeted accounts is on your website. Anonymous visitor tracking tools can help you do that and more. Vende has partnered with [Kickfire software](#), and we have special discount pricing to help you get started. [Contact us](#) for more information.

# 20

**Turbocharge Your Marketing Automation** – Over half of B2B companies have deployed a marketing automation platform. However, most B2B's haven't figured out how to fully integrate it into their marketing and sales processes and are simply using marketing automation as a glorified email marketing tool like MailChimp or Constant Contact. The biggest challenge for most companies is developing and managing automation. Here are some important and easy automation tactics to integrate into your platform:

- ⊕ Lead Scoring - lead scores can be used to fire off an email sequence and alert sales.
- ⊕ Content Engagement - prospects who further qualify themselves by visiting service pages, downloading assets, or clicking on links within emails should be opted into a 'Next Step' drip sequence.
- ⊕ Inactive Leads - contacts that haven't visited your site or engaged with your brand over a predetermined period of time should receive an email to gauge their interest. In fact, we like to run a clients' entire contact list through the 'Next Step' drip email sequence 1-2 times each year.
- ⊕ Uncompleted forms - prospects who visit a landing page and don't complete the process should receive a notification to complete the process.



## Commitment & Decision

**Goal:** To close more business by aiding the sales process.

# 21

**Sales and Marketing Alignment** - Often, businesses struggle with the implementation of sales enablement activities because the sales and marketing departments operate in silos. Worse yet, these departments often treat each other like an old married couple that can't seem to get along. According to the Content Marketing Institute, sales reps spend a staggering 30 hours per month developing their own selling materials while 90% of marketing deliverables are never used. What a waste of value and energy! In order to convert more leads into new clients, you must ensure marketing owns the nurturing process for MQLs, and sales is equipped to connect, engage, and convert SQLs. Give your team access to relevant information such as case studies, whitepapers, or e-books to utilize for follow-up contact.



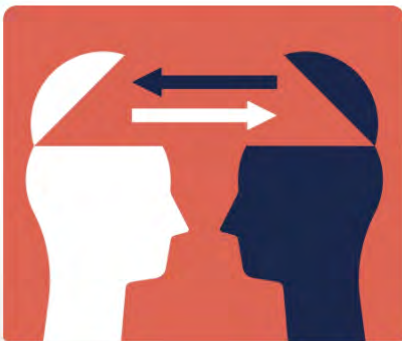
# Don't Try and Tackle All of This at Once

2021 will be a year of recovery for most B2Bs. Your goal should be to pick a few of these 21 digital marketing trends that fill gaps and create new opportunities for your company to connect and engage your customer. By following these marketing trends, you will keep up with the ever-evolving world of B2B digital marketing.

If you are not sure where to start, schedule a [complimentary planning meeting](#) with Vende. We will take a look at your environment and make recommendations based on your current situation.

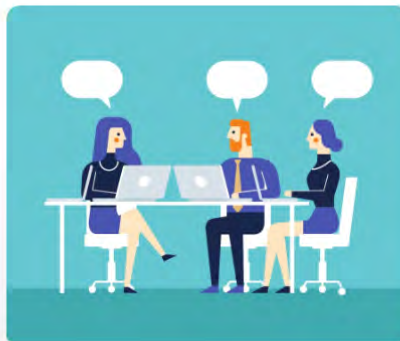
## Great Companies Deserve Great Marketing!

Let's see if we are a fit! Take the first step:



### STEP 1

Initial consultation/discovery meeting



### STEP 2

We build a customized plan to achieve your goals



### STEP 3

We execute the plan together

# About Vende Digital

Vende Digital is a full-service B2B digital agency focused on growing your business. Our mission is to connect our clients to their next customer. Our team has worked for hundreds of B2B clients across most industry segments. If you want to get your business in front of more buyers, we'd love to partner with you!

Visit [www.vendedigital.com](http://www.vendedigital.com) for more information.



GET A DEMO