

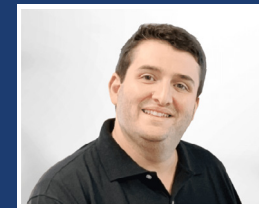


STRATEGIC DEMAND GENERATION

FOR Q2 2021 AND BEYOND

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INTRODUCTION

Alexander Kesler | CEO

This year heralds the beginning of an exciting era for B2B marketers, defined by new work norms and the transformation of the buying process.

These are truly extraordinary times, but the challenges for businesses are familiar. We need to build resilience into our organizations, develop strategies that safeguard the future of our teams and clients, and make the most of the opportunity to adapt, overcome, and thrive.

To ensure that you are equipped for success, we've sourced insights from throughout INFUSEmedia to share our outlook for the rest of 2021 and beyond.

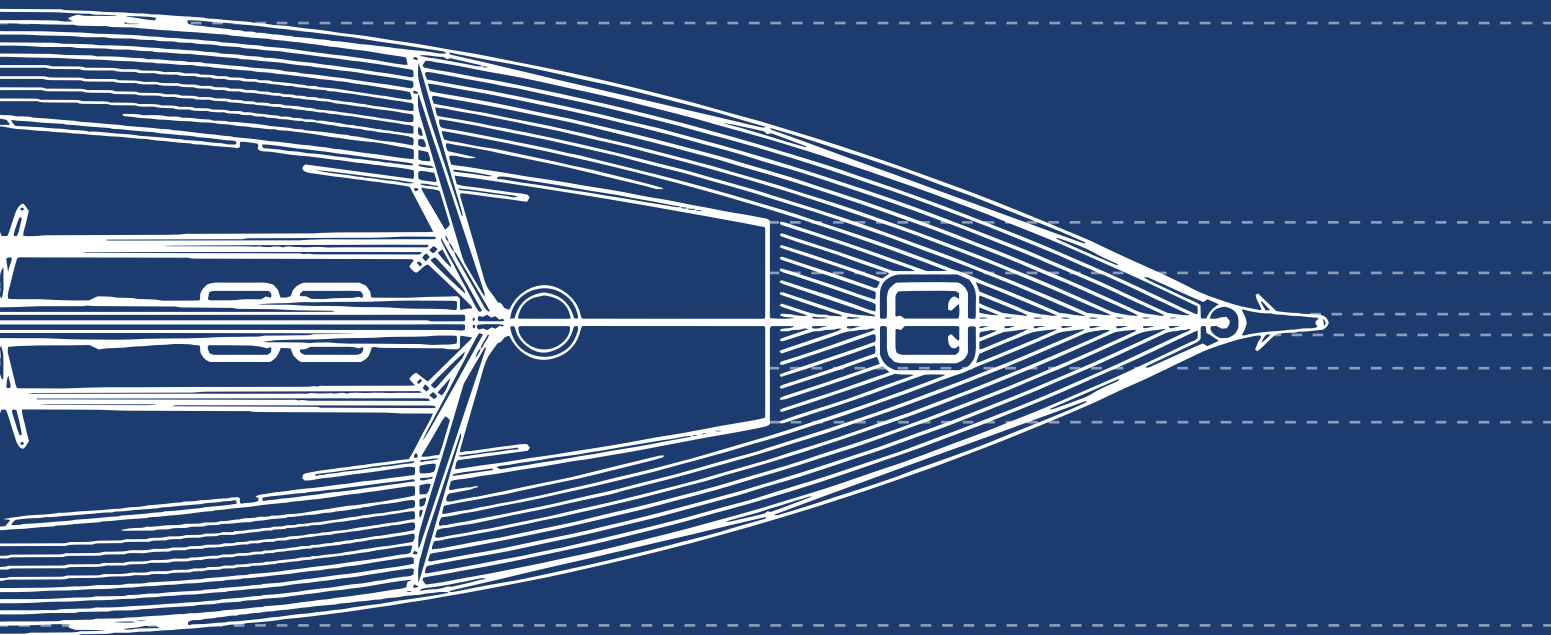
In this ebook you'll hear about:

- The significant impact of remote workforces on demand generation
- The importance of data and lead quality for B2B marketers
- How content creation needs to adapt to new consumption and technology trends
- The value of a customer-first strategy
- And much more

Please also take a moment to watch the following webinar, in which I share how B2B marketers can prepare for the future of demand generation, and talk about how INFUSEmedia is adapting to our new norms.

I hope that this insight informs and helps you plan for the future.

Regards,
Alexander Kesler



REBUILDING THE FUNNEL: AN OUTLOOK FOR SALES

Dan Freeman | Chief Revenue Officer

To say that 2020 was a whirlwind for our economy is an understatement. However, with a new year come new possibilities and potential for a significant upward correction in revenue potential for B2B companies.

The effect of the past year on physical business will be felt far into this year. Sales teams operating in the B2B space will not yet be able to re-establish the physical ways in which we can connect with prospective clients—such as events and conferences—but there are other avenues to start driving results from the very first day of the year.

Now is the time to demonstrate that your business is one that your clients can count on. Be proactive, rebuild trust, and seek out new opportunities.

Follow the data

As we approach the middle of 2021, there are signs that businesses of all sizes are increasing their revenue targets and forecasts. To find ways to connect with these growth-minded partners, use data.

Data analysis allows for hyper-personalized marketing, messaging, and a sales approach that speaks to each client as an individual. Through this personal approach, you are guaranteed increased engagement and conversion rates—no handshakes necessary.

Businesses can also apply this analysis to make formal decisions that will benefit their client service and delivery approach, and help them to achieve maximum engagement and conversions. There are several artificial intelligence platforms out there to allow you to leverage this type of information.

Recognize changes in buyer behavior

Just like in your local grocery store, the pandemic has changed the habits of the buying process. As noted **elsewhere**, B2B buyers are reportedly becoming much more comfortable making purchasing decisions within an isolated environment.

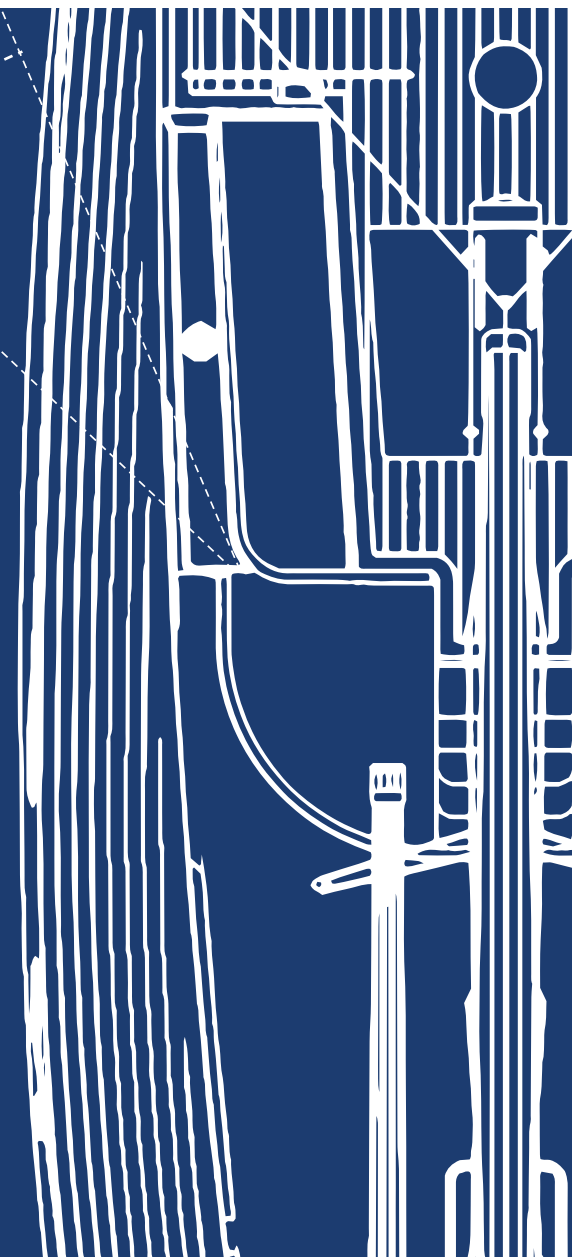
Virtual buying is here to stay. Your business needs to adapt to these new norms. Now is the time to prepare communication and sales channels that enable you to connect better with clients and prospects.

Personalize experiences

In the last year, online audiences have come to expect personalized experiences. Companies need to meet this need by delivering a more personalized approach to sales, marketing, and client success.

Content is key. Buyers will consume and interact with different content across many channels. Whether that is through watching product videos, reading blogs, or engaging with chatbots, always keep in mind that each buyer comes with an individual preference and purchase journey.

Finally, buyers will enter these purchase journeys at all stages, so your business needs to be ready and waiting. The key to this is having relevant and individualized content that informs the buyer's journey across all channels.



Understand channel and content preference

With buyers in remote settings, sales teams need to be on the lookout for dynamic, attention-grabbing forms of communication.

Our analysis shows us that the pandemic has had a noticeable effect on content consumption. We've seen a significant increase in video and audio streaming data, especially on mobile.

Buyers now expect B2B organizations to provide on-demand web content that helps to inform their buying process. Whether that be webinars or short-form product content, video and audio have become a popular content preference. Prospective buyers are also now more open to customized and unique, sales-generated video content.

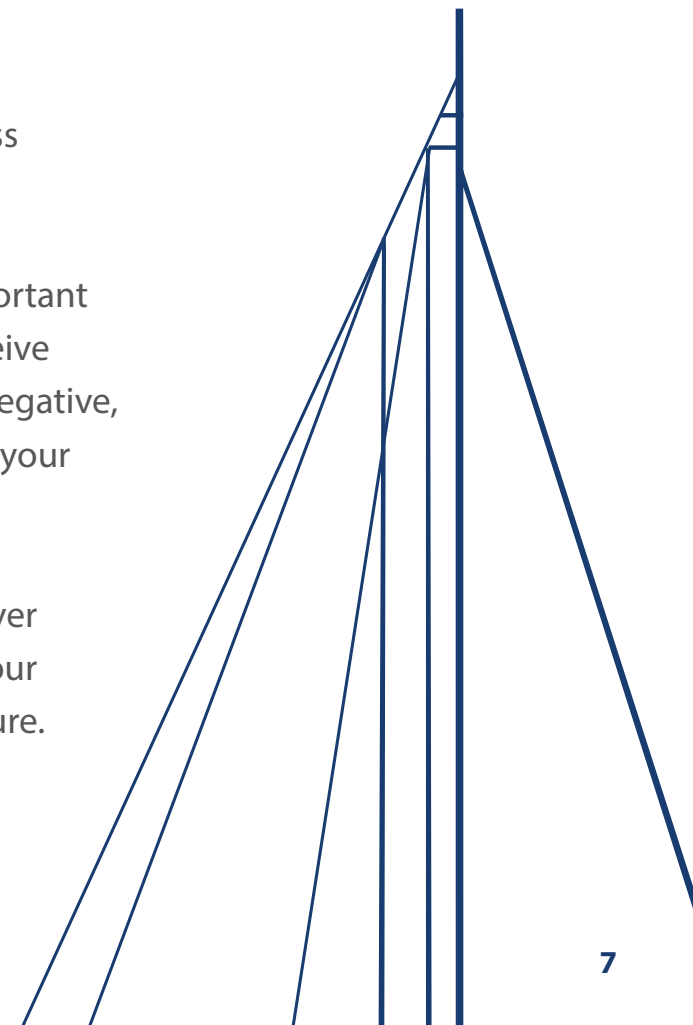
2020 introduced B2B business to a level of online demand that has never been seen before. By making a conscious effort to create content that compliments individual buyer preferences and improves the client experience, you can expect to see an increase in sales.

Aim to be a long-term strategic partner

It is more important than ever to represent your business as a trusted and strategic partner.

While, of course, you want to generate revenue, it's important to consider the value both you and your buyers will receive from it. It's easy to oversell, which may not seem like a negative, however, you run the risk of undermining the quality of your brand and portfolio.

Show your clients that you prioritize their satisfaction over your sales goals. This approach inspires confidence in your business and will lay the foundation for a successful future.





BREAKTHROUGH YEAR: AN OUTLOOK FOR ABM

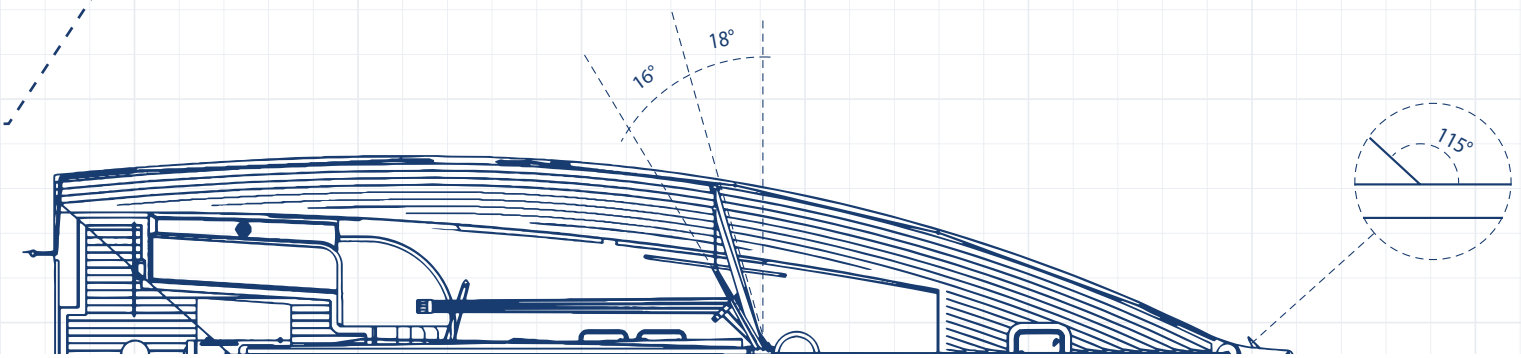
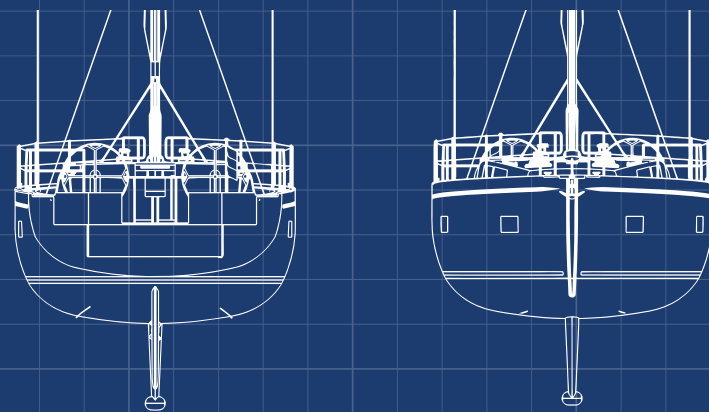
Victoria Albert | VP Marketing

While many forecasts for 2021 drew on the technology-driven changes that became the bedrock of any business activity in 2020, I see the rest of 2021 as being defined by the advancement of a longstanding trend: Account Based Marketing (ABM). I believe this will finally be the year when B2B marketers adopt an account-centric approach as the foundation of their marketing strategy.

ABM can fundamentally transform sales and marketing teams into full-funnel revenue generators, yet with only **8% of firms** in pilot mode and 43% in the early stages of ABM implementation, 2021 is the year in which ABM breaks through.

ABM is perfectly suited for these times of economic turbulence as it can add a direct line of revenue for both new business as well as client retention and upsell. As is well documented, it takes much more effort (and budget) to acquire a new customer than to nurture and retain an existing one. ABM strategies can be used to engage clients on their journey from onboarding through to becoming an advocate for your business.

I believe three major factors make ABM a powerful tool for B2B marketers in 2021.



Cost efficiency

While we are forecasting a strong economic recovery over the next 12 months, 2020 has taught us that we need to do more with less. We can no longer afford to invest in the wrong audience. We're focusing our efforts and budget only on those accounts that fit our ideal customer profile (ICP).

Cost and effectiveness will be at the forefront of all planning for the second half of 2021. An account-based strategy focuses limited sales and marketing resources on accounts that will have the most meaningful impact on revenue and drive recovery into the new year. Marketers agree: according to **RollWorks**, 87% of marketers say ABM has higher ROI for reduced or uncertain budgets.

A unified view of an organization

In this era of distributed workforce, ABM allows you to focus on the entire company audience, from decision-makers to influencers, and to personalize multi-channel targeting tactics with consideration to right-size messaging and timing.

I am a big fan of tools such as the Buy-Grid Model, which has been adapted to B2B sales and marketing processes under the name the Buyers Grid (see Ray Leone, for example, and many others who use similar methodologies). This model enables you to develop and manage an integrated engagement strategy with unified touch points across the entire organization, including decision-makers, influencers, approvers, etc., which is exactly the foundation we want to see in ABM.

Artificial intelligence

AI is going to be a big differentiating factor for ABM. AI can auto-score accounts based on ICP, intent signals, etc., and further streamline marketing efforts. AI gives marketers the tools to reach beyond a click or form completion, and capture and align signals at the account level. When properly realized and applied, AI can drive decision-making at the account level.

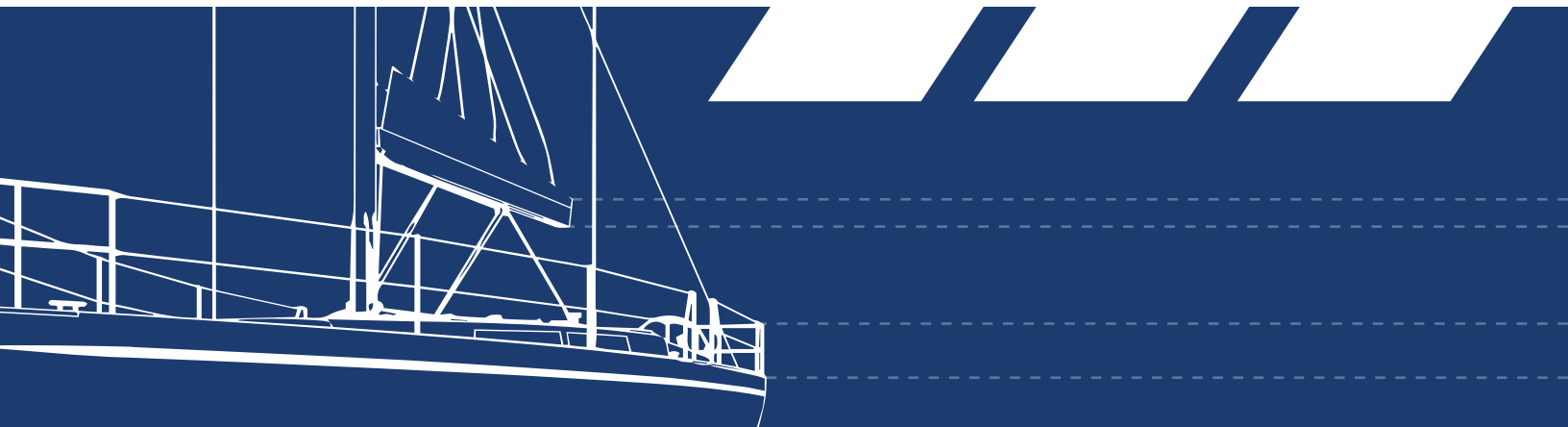
As B2B buyers demand more personalized, curated experiences, the trick for B2B marketers will be to use the available AI technology to marry psychographics, firmographics, and intent signals into one holistic experiential tech stack that is poised to deliver just the right experiences to those buyers who are ready to make a purchase or continue to warm up those who are not.

Conclusion

The value of ABM as a strategic approach is clear, yet in this watershed year, the greatest barrier remains implementation.

Aligning marketing and sales stakeholders around the identification, engagement, qualification, and successful winning of opportunities is especially challenging with so much of the workforce operating on a WFH footing.

There are still many paths to implementation. B2B marketers can start today by choosing the partners and tools to begin the journey. Over time, you can learn, test, progress, and revamp to deliver an approach that is comprehensive and right for your portfolio.



STAYING AGILE: OUTLOOK FOR B2B CONTENT MARKETING

Larysa Zakirova | Executive Director, Client Success

B2B marketers know that great content evolves and adapts with its audiences.

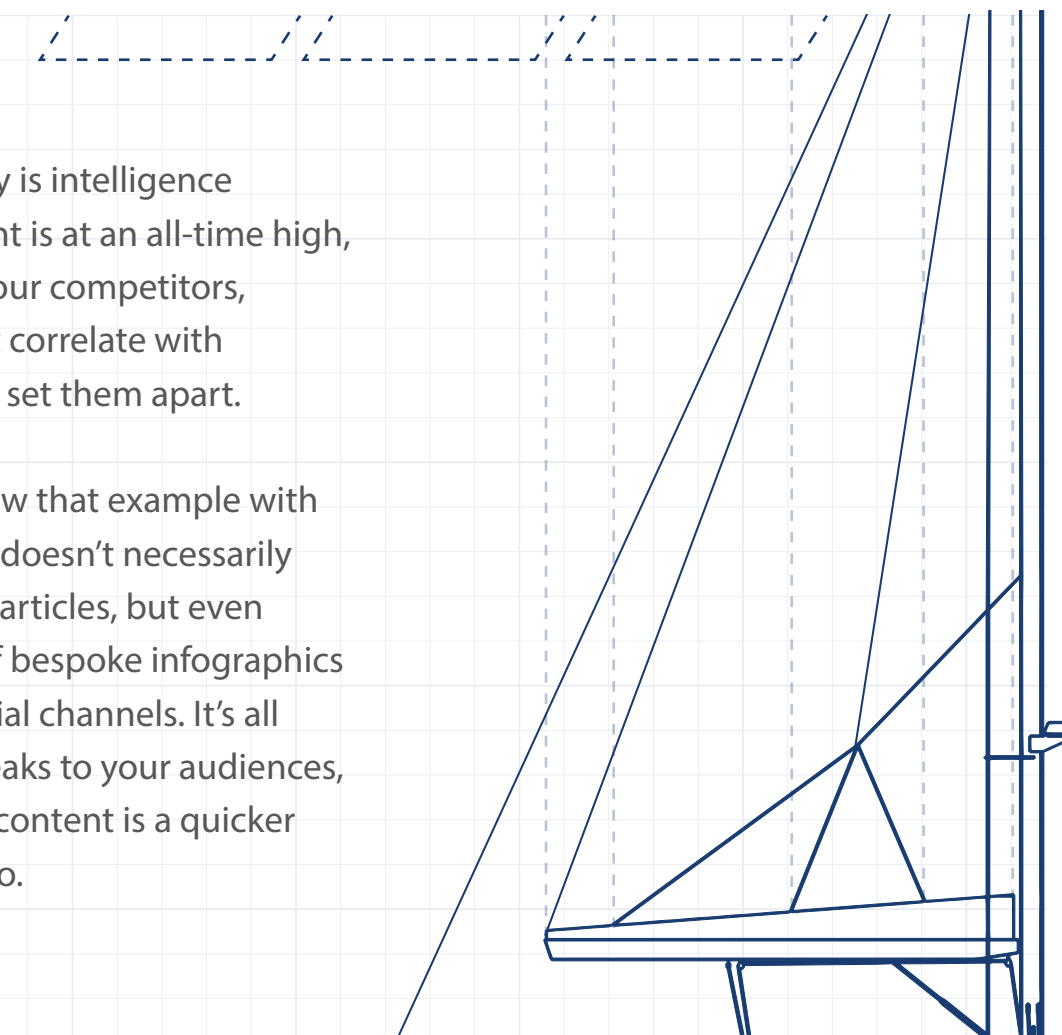
While the world had to adjust to new means of operating in 2020, so has the B2B market. From the production of content through to its distribution, the market has adapted its processes so that businesses can continue to function and thrive.

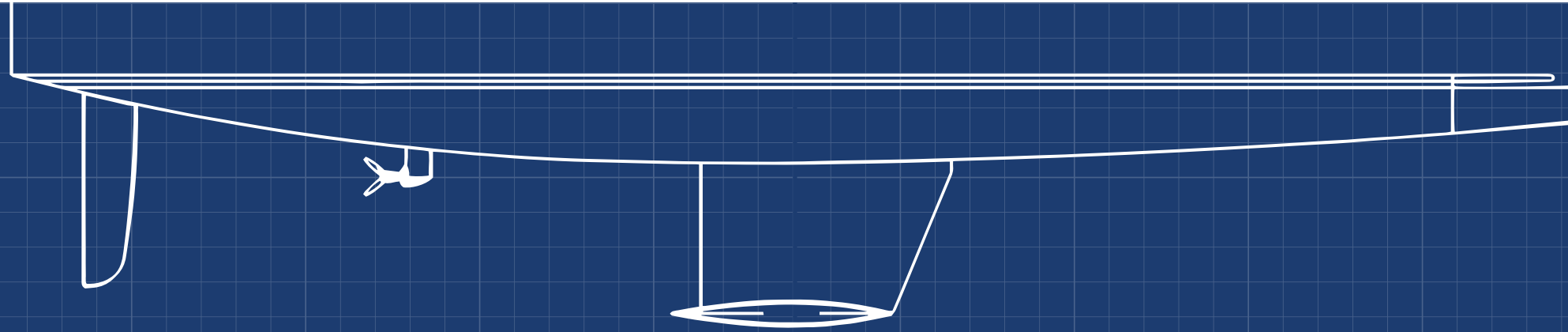
I am impressed by how marketers innovated and created through 2020, finding new ways to connect with audiences and drive revenue. This has been another exciting year, informed by a handful of key trends.

Creativity

As Einstein once said, "creativity is intelligence having fun." Online engagement is at an all-time high, and all businesses, including your competitors, will be exploring concepts that correlate with the current climate in hopes to set them apart.

Your business will need to follow that example with a differentiated approach. This doesn't necessarily mean insight-heavy ebooks or articles, but even something as simple as a set of bespoke infographics to share on your business's social channels. It's all about sharing content that speaks to your audiences, and in some cases, short-form content is a quicker and more effective way to do so.





On-demand events

Live webinars exploded in the first half of 2020, to the extent that the market became saturated by mid-summer. At the end of the year, we saw significant growth in on-demand webinar content as live event fatigue began to set in.

Why?—Flexibility. On-demand events allow audiences to pick and choose when and where to engage with content, while not losing out on any of the insight and experience. As work schedules are likely to remain fluid heading, I would expect that audiences will continue to prefer the flexibility and ease of on-demand events.

Content atomization

Content atomization is the process of repurposing content or breaking down a broad theme into more focused, bite-sized pieces, with a goal of delivering an improved client experience. Whether that is repurposing an ebook into a how-to video or a whitepaper into a blog, you are turning this content into individualized components that generate value.

Not only is atomization cost-efficient, but it also amplifies the message you're trying to convey. Your content can achieve a wider reach by answering several queries at one time across channels. For example, long-form event video is easily and effectively broken down into multiple social vignettes; whitepapers easily become "teaser" articles to encourage a download.

Marketers will have to make their resources go further in 2021, and content atomization is a great way to achieve that.

AI-driven personalization

Access to AI technology is a game-changer for demand marketers. AI models draw upon massive datasets to deliver the type of content an individual is most likely to engage with, based on that visitor's historical content consumption. This modification of the **user experience** drives deeper and more meaningful engagement that is much more effective at achieving conversions and closing sales.

Personalized content campaigns work smarter by being relevant to each customer's needs and wants. Whether a portion of your audience prefers to consume content via video or strictly through long-form content, you need to ensure that you're ticking all of these boxes for the best chances of gaining conversions.

Conclusion

It is important for B2B marketers to be responsive to the behaviors of their clients and prospects and to build a strategy that is impactful, accessible, and agile.

B2B marketers must ensure that their content meets the audience where they are and tells the brand story in engaging ways. More than ever, it is vital to communicate across channels to meet evolving audience needs and expectations.



ACCELERATED CONSUMPTION: AN OUTLOOK FOR MOBILE IN B2B MARKETING

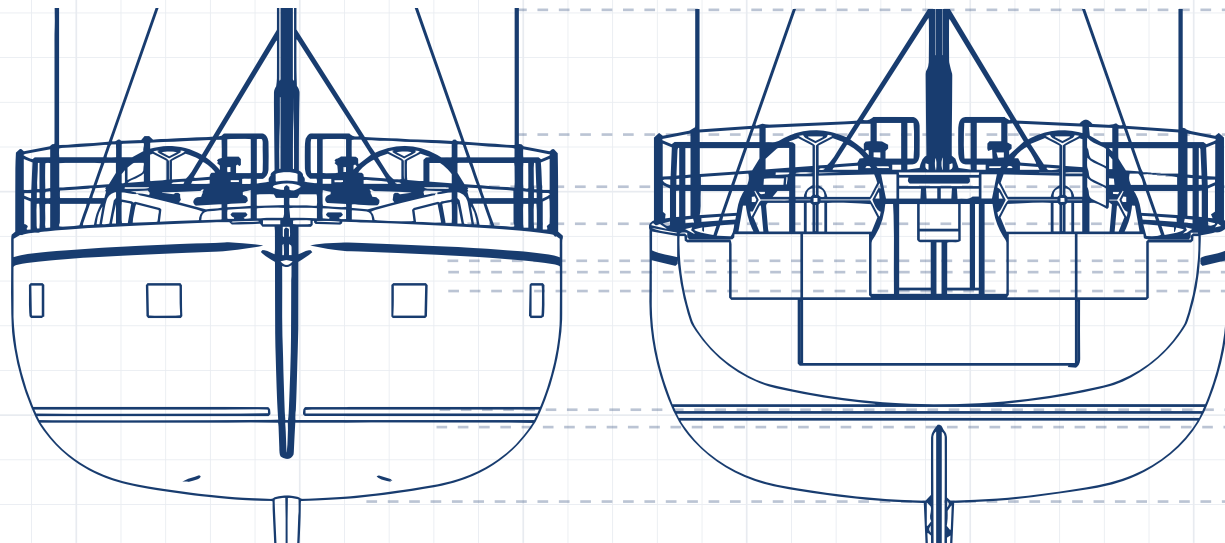
David Verwey | Vice President | EMEA

In 2020, mobile use increased exponentially, even as our workforce became less mobile. According to **Nielsen**, the time mobile users in the U.S. spent consuming news online in 2020 increased by 215% versus 2019. This is explosive growth.

Some expect this shift in content interaction to subside with a return to a conventional work environment. I believe that a shift this large will be hard to switch off.

2020 was a year of habit-forming, and with the rise in mobile adoption, it seems as though for many people, their phone has become their primary work device. It's hard to imagine that users will forgo their phones in favor of more traditional laptop and desktop experiences. Indeed, 2020 seems to have been the catalyst for many to make a change in their daily work habits.

B2B marketers, therefore, need to tailor their approach and adapt to a new way of working. In Q2 and beyond, I believe that these channels will be defined by a handful of key technology trends.



Video-ready audiences

B2B audiences have become increasingly receptive to video content. Among decision-making groups, video is now the most-shared content type.

The popularity of mobile use has helped to facilitate this change, as videos are optimized for mobile, whether that be long or short-form content.

As we approach the midpoint of 2021, the new preference for video content needs to be reflected by B2B marketers. As audiences begin to not just anticipate but to expect video content, it is important to follow that change closely.

Many consumers are prioritizing videos over longer-form written content. Whether it is customized based on habits or even sales-generated, more B2B video is a step in the right direction for sales teams, marketers, and B2B companies as a whole in the new year.

Always-on email

With in-person communication off the table, email has become a closely monitored, 24/7 communication channel. This transformation has led to people consuming B2B content in a way they may have not done before the pandemic.

From May to November in 2020, click-through **rates** from email grew by 28% across all industries. Over 80% of B2B marketers now say that email newsletters are their most used form of marketing, and with so many people using their phones to access this content, we can see an effect across other channels.

B2B social content

In the past year, the disruption of the traditional nine-to-five (sandwiched between an hour or more of commuting time) has had a demonstrable effect on how and when users engage with B2B content on social media.

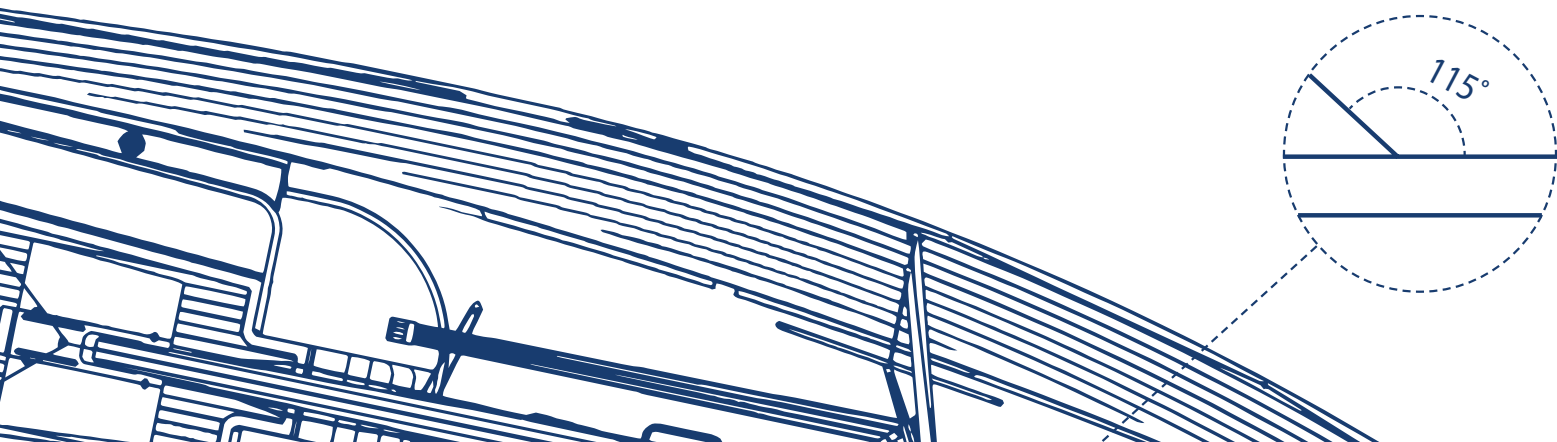
As discussed earlier this year, LinkedIn had a breakout year as a **social selling platform in 2020**, largely because of an incredible capacity for engagement. Of the estimated 30% to 47% **LinkedIn's active monthly users**, 40% are using the platform daily. Users spend an average of ten minutes a day on the platform while visiting over eight pages.

With engagement getting higher, B2B marketers cannot afford to neglect social content as a priority for the new year.

Conclusion

While some have anticipated the unprecedented surge in mobile use to fall away in 2021, we can see that the way people are connecting with content has changed, and mobile users are interacting in ways that will transform B2B.

With millions working from home, mobile technology has become the foundation of our work lives. Virtual meetings and group chats are the main internal communication channels, and the way that B2B audiences access, read, and share content has evolved. If marketers aren't already planning for a mobile-first future, they should be doing so now.



COMPETITIVE DISPLACEMENT: HOW TO LEVERAGE YOUR COMPETITORS TO GROW MARKET SHARE

April Weber | Director of New Demand Solutions

Sales is a zero-sum game: Your win is someone else's loss. Most B2B marketers work in mature industries with a finite number of opportunities. At some stage, growth means taking market share from your competitors. They do the same to you.

In this webinar, we introduce strategies to keep you ahead of the pack. INFUSEmedia's April Weber, Director of New Demand Solutions, will speak to competitive displacement, discuss ways to spot the weaknesses in your competitors, and identify ways to claim market share.





VIRTUAL EVENTS UNLOCK NEW WAYS TO DRIVE GROWTH WITH CONTENT

Alexander Kesler | CEO

While in-person events such as conferences and trade shows have long been essential in generating revenue for B2B companies, the temporary move to a virtual-only business world is forcing marketing and sales teams to rewrite the playbook.

Many marketers are looking for ways to replace the lead generation offered by in-person events and are turning to virtual events. As a result, the format has exploded in popularity: **LinkedIn Live reports an 89% increase** in live streams since March 2020, while platforms such as 6Connex saw **adoption grow by up to 1000%** in the first part of this year.

In this change, there is an enormous opportunity to generate revenue. It is hard to replace the personal connection fostered by an in-person event, but content provides another way to develop trust over time. In spite of the recession, B2B buyers still consume up to **13 pieces of content** during their purchase process. In these “WFH” times, when decision making groups are even more siloed and independent, the need for information is even greater. Content is still king.

Virtual events provide endless opportunities to create substantive content. For example, a single hour of conversation among a high-quality roundtable can produce an abundance of original insight and perspectives—as well as some fantastic moments of fun, conviviality, and revelation.

Don’t let those moments go to waste! Those organic, human-to-human interactions are the secret to building trust that your sales teams can leverage. Here are some creative ways you can turn the high impact audio and visuals from your virtual events into content that can move the needle for your business.

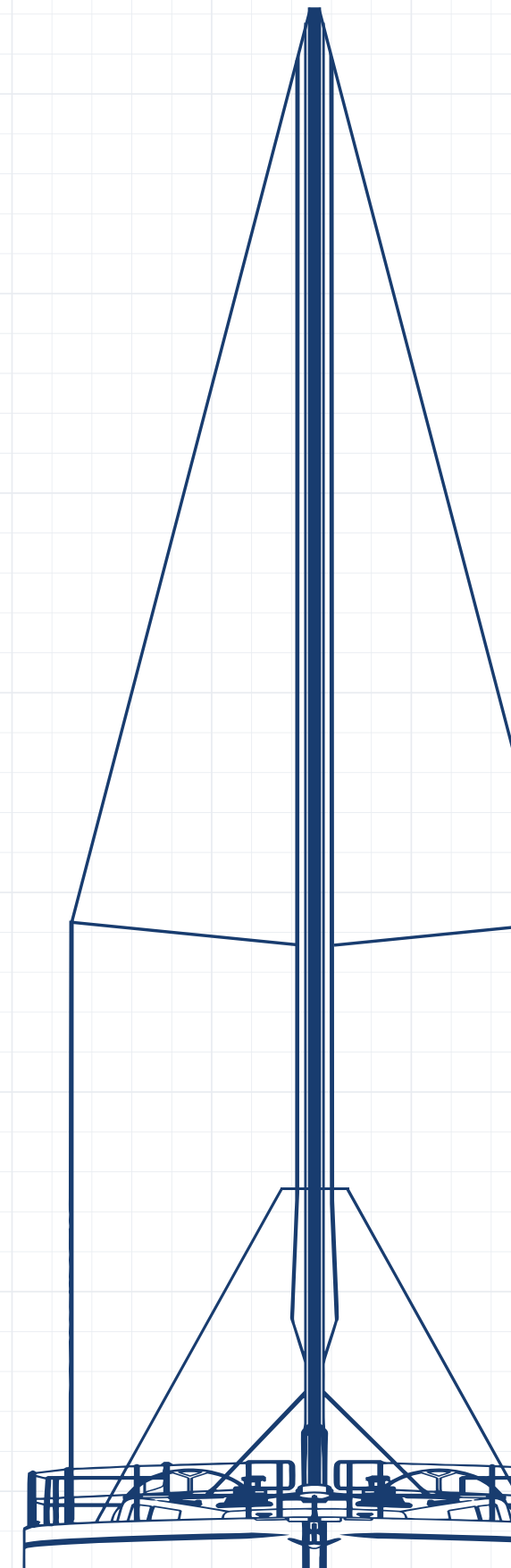
Video

Your virtual event will offer plenty of options for the types of videos you can use. Slice up your video into smaller snippets, a couple of minutes in length. These can feature a prominent speaker or highlight an important topic. You can then use the interest generated from these clips to direct viewers to mini webinars or an on-demand version of the event.

Podcasts

Repurposing your event into an audio format is a great way to reach people who may not have the time to watch an entire video. You can do this by turning the recording of one of your event speakers into a podcast. This will help you expand your audience as more people are tuning into podcasts to discover the latest tips and industry insights.

You can use a radio host format to give some background information on the subject matter and your company. Depending on how much material you have, you can edit this audio into a series of podcasts and release them in follow-up or as teaser material for future events.



Social media posts and stories

Social media is a great place to provide an interesting quote or fact. Similar to creating an infographic for your website, you can take these intriguing points to create graphics for platforms like [LinkedIn](#), [Twitter](#), [Facebook](#), and others.

Go through your recording and transcribe the most interesting quotes or stats from the event. Make a simple graphic that displays your brand and directs users to your website or social profiles. You can even link back to other assets connected to the event like a webinar or YouTube video, encouraging people to see more of the event.

Another way to get more use out of your material on social media is to use short videos for stories on platforms like LinkedIn or Instagram. Dig through your recording for compelling sound bytes that can quickly grab viewers' attention and increase their interest. You can make the stories even more engaging by using your transcript to add graphic text to the videos.

Remember to call-out your panelist, peers, colleagues, and partners. You're building a community, so the more people that you invite to the conversation, the better.

On-demand replays and webinars

The simplest way to repurpose your virtual event is to offer an on-demand version once the live session has concluded. This may seem obvious, but it should not be overlooked. Like an in-person event, a virtual event can easily conflict with attendees' schedules. Offering an on-demand version will help you connect with interested parties that may have otherwise missed it live.

There are several ways to provide a rerun of the event. You can simply post the event in its entirety or you can break it up into several mini webinars, centered around different speakers or topics.

Articles

Automatically transcribed audio can be unreliable, but with a few edits and some contextualization it can be a great source for written content. There will be plenty of moments where your main topic is addressed from unique points of view as well as times where associated topics are covered. Let the output dictate the type of content that you create.

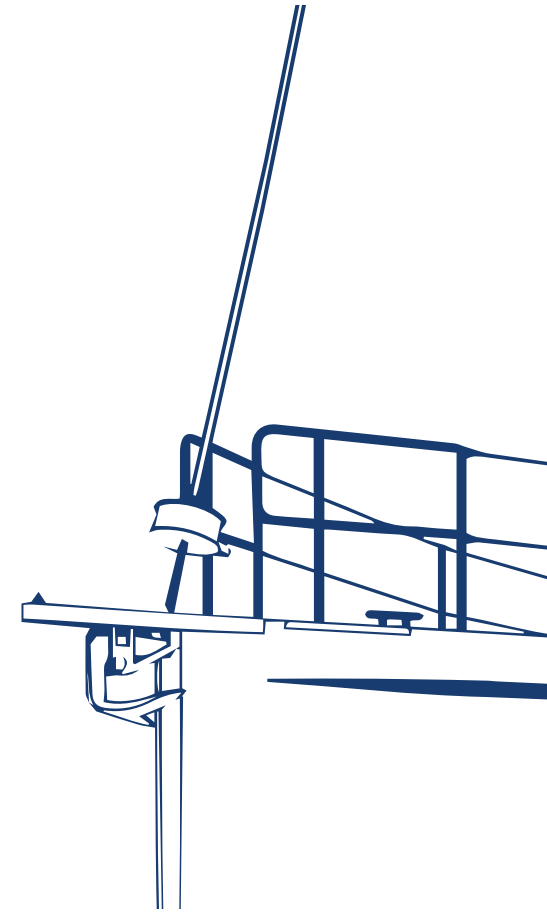
Go through the transcript of your virtual event to find the most insightful content and turn it into a how-to guide or a series of short-form articles to publish on your website. Look for opportunities to include data from audience engagement efforts such as polls and surveys along with meaningful quotes from industry leaders.

Infographics

Infographics are great for providing plenty of valuable data in a simple, easy to understand form. They are also highly engaging and a popular choice for sharing across multiple platforms.

Go through your recordings and find the best content from your event to use as subject matter for your infographics. Examine the slides from the presentation and look for data points that provide useful information. Put these together to form an eye-catching infographic that you can then add to blog posts and share on social media. Reach out to the speakers at your event and have them link back to your infographics on their website to increase the overall share of voice.

Until conferences and events are back on agenda, marketers and sales teams need to focus on the opportunities that are available. This is a great time to create and optimize an online audience of prospective customers. Don't let it slip away.

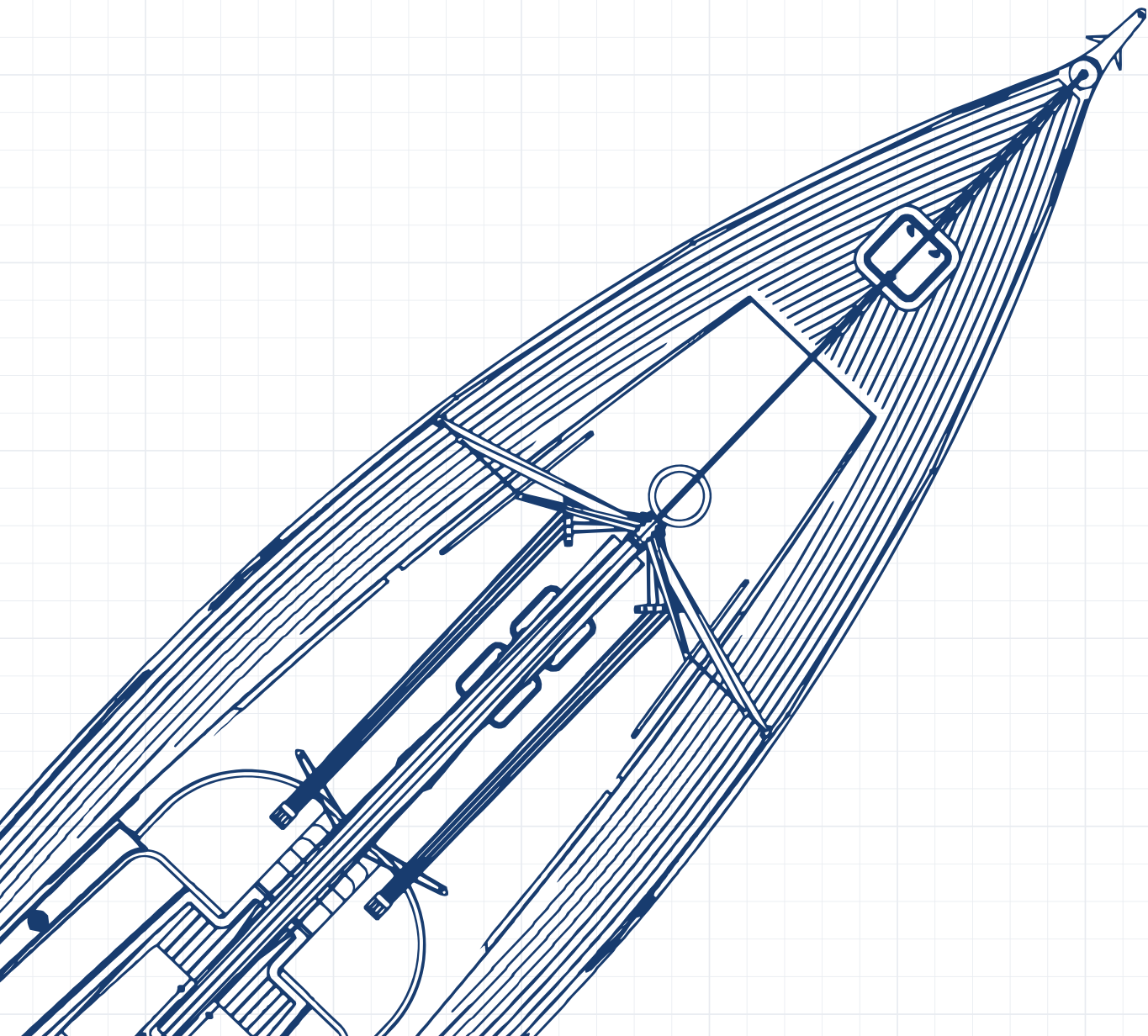




THE REAL COST OF BAD LEADS

Alexander Kesler | CEO

Many marketing and sales leaders are unaware of the hidden costs and negative impact that bad leads can have on revenue, brand, and trust. In this special webinar, INFUSEmedia CEO Alexander Kesler looks at the surprising ways that bad data can impact your bottom line, while also sharing the direct cost that a bad lead risks for your business.



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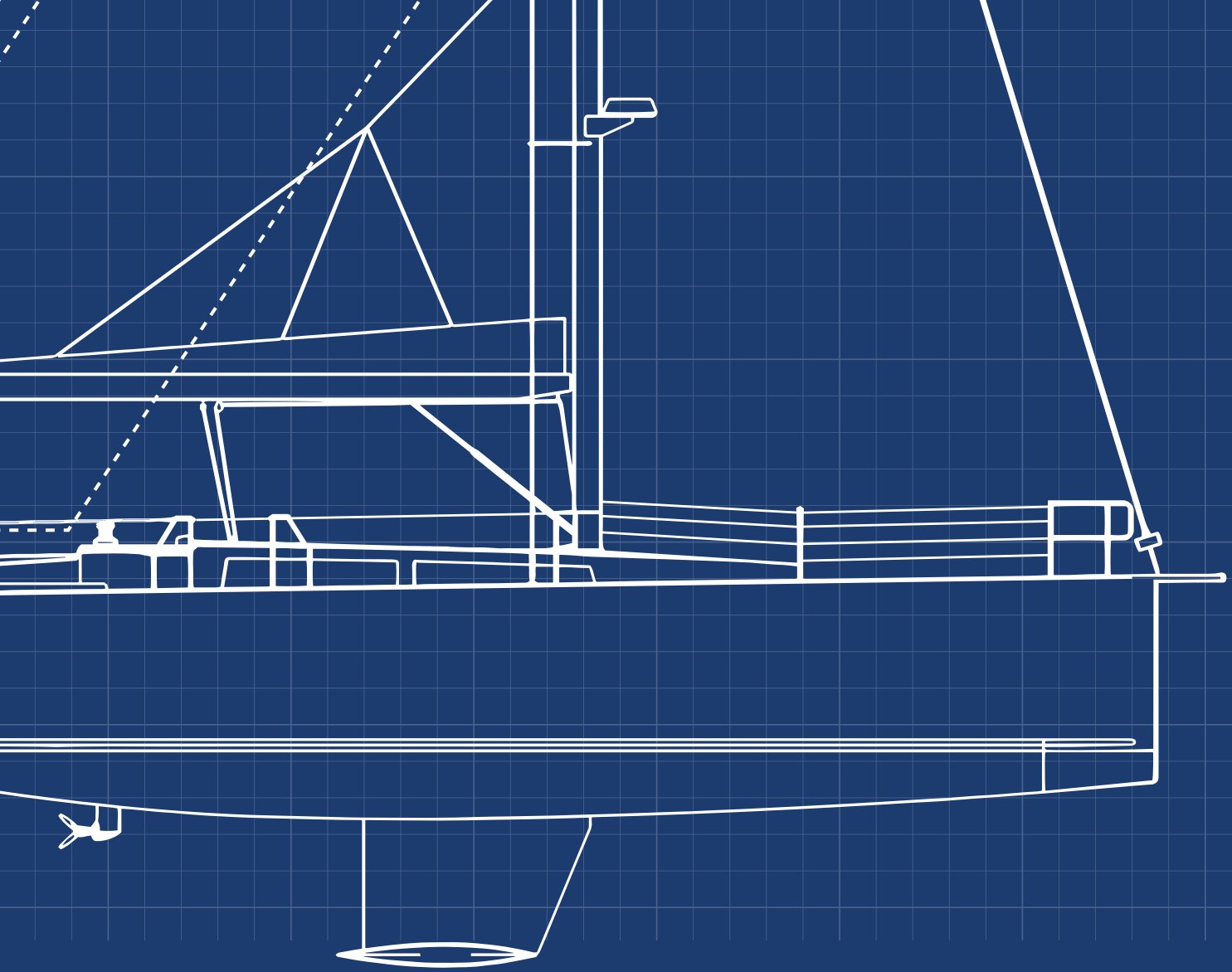
The Real Cost of Bad Leads

& Ways You Can Improve

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