

OUTLOOK 2022

What We Got Right (and What We Got Wrong)

— *By Victoria Albert*

Introduction

At the end of 2021, [our team published predictions for B2B Marketing in 2022](#). These predictions were later revisited in Q2 to account for new developments, such as the impact of the war in Ukraine and updates on cyber resilience. However, not all of our predictions came to pass.

Predictions are prone to error, and we proudly own our mistakes—that is why we are firm believers in the value of analysing why we missed the mark, to empower our way forward.

Below we present our 2022 forecasts, including what happened and what only came to fruition partially, along with my commentary on why some of our predictions were not fully realised.

Victoria Albert
VP of Marketing



Predictions for Demand Generation



- ✓ **The instability caused by the War in Ukraine will decrease marketing spend**, which in turn decreases the scope and potential of demand generation campaigns.
- 🔄 With the forced digitisation of businesses as the world continues to recover from a global pandemic, **changes to UX design are set to become an ongoing trend.**

Even though UX design was and continues to be a strong trend, a critical skill shortage possibly limited the capability of businesses to drive innovative user experiences for their solutions.

This is likely to continue in 2023, as a [Forrester Predictions report](#) forecasts that four in five Client Experience (CX) teams will lack critical skills. In fact, the same report discusses the 'erosion of CX' with 50% of above-average brands declining or stagnating in the field, as a result of teams becoming overloaded with more basic tasks.

The focus on UX might also have shifted with the rise of Artificial Intelligence as a medium to drive innovation (such as ChatGPT by [OpenAI](#)), shifting the spotlight toward this technology and its capability to streamline content creation and research for businesses.

- 🔄 **Voice search will grow** as B2B buyers use smart devices to ask questions while multitasking.

Voice search is still an emerging technology that has yet to achieve mainstream appeal—even if utilised for performing searches on smart devices, it has not yet soared to the levels of popularity anticipated in 2022.

As smart devices continue to rise in popularity in households (such as appliances with Internet of Things [IoT] features), this may help to pave the way for voice search becoming more popular by remote B2B buyers to facilitate their searches while they multitask.

Another possibility for why voice search did not gain as much traction as expected could be the return of B2B buyers to offices, as many businesses prioritised a hybrid or 100% in-person work model in 2022—particularly for essential staff, who are more likely to have the authority to action purchases.

✔ **Chatbots will increase in popularity** to streamline the visitor experience of websites.

🔄 **Marketers will leverage interactive emails** to increase click-through rates (CTRs).

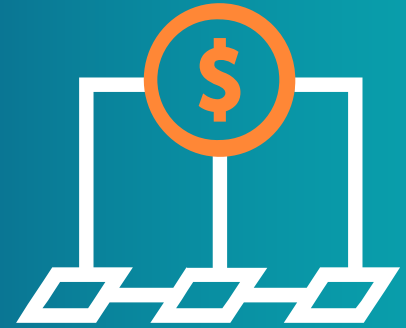
Interactive emails can be associated with spam by users, which is why in the past year brands noticed, and therefore focused on prioritising writing shorter email copy with fewer graphical elements. The success of this approach can be attributed to how more direct and accessible cold emails demonstrate an appreciation of the reader's time. Supporting sales, this also focuses teams on highlighting the essentials, often resulting in a message that resonates with prospects better. This is a trend that we believe will continue, with the continued interest in 'snackable' content.


Even so, video has risen as a format to engage readers and increase click rates by breaking through the noise. Engagement with videos remains a constant across multiple channels and has brought many success in email strategies, likely due to the open loop of curiosity that videos present recipients.

✔ **B2B Influencer Marketing will grow** as a method to positively influence audiences, with external thought leaders or team members promoting solutions.





Predictions for Neuromarketing & The Buyer's Journey



 **Companies will leverage neuromarketing**, utilising brain scans, webcam tracking, and UX heatmaps to analyse user interactions and evaluate emotions caused by brand messaging.

Companies are successfully utilising heatmaps and eye-tracking tools to evaluate the engagement of users with digital products, which then informs adjustments to enhance their user experience (UX). Even so, neuromarketing (as a discipline), has not yet risen in popularity.

As mentioned in [Outlook 2022](#), neuromarketing can be outsourced to agencies, however, this has not been done to the extent predicted by our leadership. Even so, it is safe to say that when marketers wish to effectively assess the emotional responses caused by their campaigns, neuromarketing will be the best investment to achieve this. [Surveys can assess emotion](#), but they are often strongly influenced by the bias of the respondent that neuromarketing is better able to overcome due to its non-invasive nature.

-  Companies will shift from prioritising behavior tracking and lead generation to a **'client support' perspective**.
-  As the economy continues to recover, **nurturing on a deeper level will become even more valuable** for brands.



Predictions for Marketing Operations & Sales Enablement



- ✓ The possibility of a European **financial crisis may drive B2B companies in the continent towards performance marketing**, as it has the highest ROI with accountable metrics.
- ✓ **Multi-channel attribution models will become the norm** for qualifying leads in B2B.
- ✓ **Salespeople will become more tech-savvy** and utilise automation apps to tailor their own lead nurturing campaigns.
- ✓ **Companies will adopt the agile methodology** to engage leads quicker than competitors.

Predictions for a Cookie-Less World



- ✓ Marketers will test **alternatives to track behavioural data** in face of Google Chrome announcing the end of cookies.

Predictions for Staffing



- ✔ Businesses will **mirror operations and cross-train talent** in face of the disruptions caused by the War in Ukraine.
- 🌐 Companies ready for growth in 2022 will benefit from **building international teams** that speak the languages and live in the time zones of their clientele.

While hiring remained strong in the first two quarters of the year, the war in Ukraine, along with other events that challenged the global economy in 2022, led businesses to reduce hiring to the most critical roles—especially in Q3 and Q4 as [The Great Resignation](#) lost traction and layoffs became rampant.

The return of teams to offices also affected this prediction, as some companies preferred to grow their talent domestically rather than worldwide.

Finally, it is also likely that in what turned out to be a turbulent year for businesses, the time and risk associated with expanding internationally dissuaded leaders from setting up operations and hiring overseas (although there are [global employment platforms that overcome these challenges](#)).

- ✔ In a competitive recruitment scenario, it will be more cost-effective to **foster internal talent** rather than fight for qualified candidates, especially in tech.
- ✔ Businesses will create structures to **build up workforce resilience** for challenging times.
- ✔ **Companies will hire preemptively** to boost company growth and build a much-needed talent bench.

Businesses built a talent bench during the first two quarters of 2022, led by multiple factors, including hiring up to meet an expected post-COVID spike in demand by clients, as well as to retain talent in face of The Great Resignation.

However, this hiring spree became detrimental in the last quarter of 2022, as the demand for services did not meet forecasts with a considerable slowdown in the global economy.

Therefore, although the prediction is technically correct, its outcomes are different from what we anticipated when writing Outlook 2022.

- ✔ CMOs will need to prove their value to stakeholders by adopting a **holistic performance approach with core indicators and metrics.**

Predictions for Cyber Resilience



- ✔ **2022 will be a year of increased cyber attacks**, possibly fueled by the turmoil of the war in Ukraine.
- ✔ **It will become essential to train staff** (especially sales representatives) how to identify misinformation and to refrain from sharing this content on their profiles.
- ✔ As Europe becomes unstable, cybercriminals will take advantage of hard-pressed companies by targeting team members with **phishing and ransomware attacks.**



Read our Outlook 2023 report to futureproof your business with a breakdown of the challenges and trends facing B2B marketing this year →

Past Years' Outlook

The insights of the past guide our future

Analysing the forecasts of the past couple of years can inform future strategies and increment our expertise with a timeline of developments in B2B demand generation.

Outlook 2022

Read the complete report →



Outlook 2021: Read our predictions

Mobile Marketing →

Account Based Marketing →

Content Marketing →

Sales →





About the Author

[Victoria Albert](#), VP of Marketing, is a visionary marketing executive with a proven track record of driving revenue growth for some of North America's most prominent brands. With decades of wide-ranging vertical and cross-function expertise, Victoria leads INFUSE's marketing initiatives to enhance the company brand and market position.

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