THE READJUSTMENT

OF THE TECH MARKET

—— *By David Verwey*

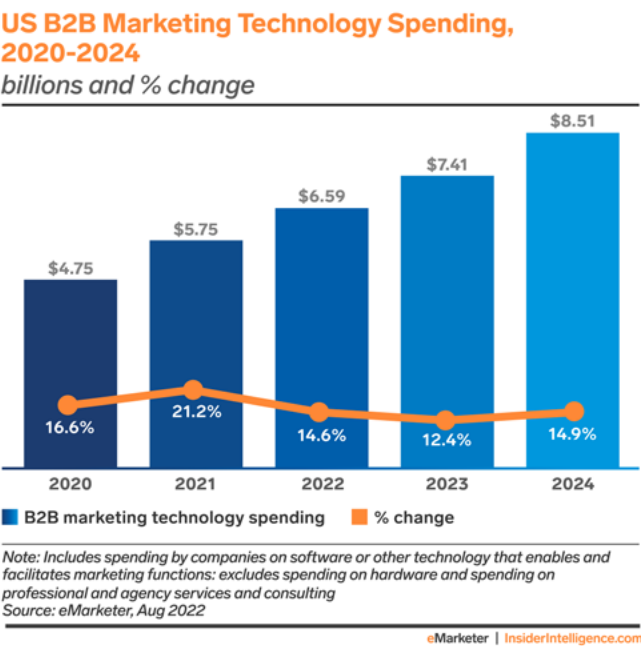# SUMMARY

Introduction

David Verwey
*Chief Commercial
Officer & DPO*

The onset of the COVID-19 pandemic caused a myriad of changes for businesses worldwide. Urgent social distancing measures required companies to promptly implement tech solutions and increase their HR spending to enable professionals for remote work, which incurred many unforeseen budget adjustments throughout 2020 and 2021.

As the gravity of the pandemic decreased, businesses were left with a bloated tech stack thanks to this hurried digitization, which now demands companies to reassess their budgets, cut redundant spending, and rethink strategies, especially with many renewals set for the end of 2022.

Furthermore, as buyers look back on purchased services with budget cuts and streamlining departments in mind, this has put greater emphasis on businesses to demonstrate the value of their services as well as how they generate revenue, drive client satisfaction, and boost productivity. It is therefore also crucial that businesses looking to succeed position their brand, products, and solutions as the right fit for adjusting to and driving performance despite adversity, as well as featuring a **unique value proposition** that resonates with their needs.

Reduced spending has left many businesses stuck with legacy systems that may have served to an end these last couple of years, but that now have become cumbersome with tightened budgets—especially with the **threat of recession in 2023**. Noticeably, companies such as **Meta**, **Twitter**, and **Netflix** recently laid off thousands of employees. This scenario has led to a **decreased average growth rate on such spending**, for example, in the marketing technology sector:

US B2B Marketing Technology Spending, 2020-2024
billions and % change

Year	Spending	% change
2020	$4.75	16.6%
2021	$5.75	21.2%
2022	$6.59	14.6%
2023	$7.41	12.4%
2024	$8.51	14.9%

■ B2B marketing technology spending   ■ % change

Note: Includes spending by companies on software or other technology that enables and facilitates marketing functions: excludes spending on hardware and spending on professional and agency services and consulting
Source: eMarketer, Aug 2022

eMarketer | **InsiderIntelligence.com**

Infographic by eMarketer | InsiderIntelligence

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How the B2B buyer's journey has changed— and will continue to evolve in 2023

The digitization and readjustment of the tech market caused important changes in B2B buying, particularly to buying committees. Committees composed of only one or two people, which in the past were the majority, now represent only 18% of total purchases. Today, buying committees are formed of an average of 11 members.

This increases the importance of identifying decision makers and key influencers within buying groups to improve the targeting and personalization of campaigns. Additionally, information-gathering touchpoints jumped from 17 in 2019 to 27 in 2021, revealing that buying committees have become more reluctant and careful with their purchases

Since buying committees are more scrutinous with their research, it is imperative to create a compelling and robust web presence so that buyers can easily find the information they're seeking. Third-party websites, such as industry forums and reviews, are also important sources of information. Therefore relationship building, long-term demand generation strategies, and reputation monitoring become essential for those looking to drive buyer engagement in 2023.

4 strategies for adapting to changes in the B2B buying process

Accurately address the changing needs of B2B buyers with the list of strategies below:

#1 Improve content marketing strategies

[A survey conducted by the Content Marketing Institute](#) states that 71% of B2B marketers consider content marketing to have become more important to their companies in 2022. Consequently, 47% of the interviewed marketers say their companies plan to increase budgets and hire new content producers in 2023.

Some of the pertinent challenges encountered by marketers in this scenario are:

- Developing alignment between content and sales teams

- Differentiating content from competitors

- Meeting buyer expectations at different stages of the buyer's journey

Given the importance of content marketing for driving marketing performance as a keystone of demand generation, it is essential to approach content creation with the right strategy.

For example, Gartner states that marketers should [avoid overloading their audiences with early-stage information](#), focusing instead on buyer enablement, guiding them to easily overcome the challenges that may arise throughout their journey. This is manageable by [closely keeping track of buyer intent](#), which varies according to their stage on the sales funnel.

#2 Leverage demand generation marketing

The longer buyer's journey also puts emphasis on the benefits of always-on marketing strategies, such as demand generation, which accompany all the stages of the buyer's journey, from sparking interest to attracting leads and nurturing them from marketing-qualified all the way to closed-won deals.

Investing in building long-lasting partnerships based on **relationship marketing** that offer value and support even after a deal is closed is another crucial tactic for managing today's challenges. Not only does this help to maximize client lifetime value but it also supports humanizing brands to create a stronger image.

Read our Demand Generation marketing playbook to discover 5 powerful methods to drive brand awareness at scale ⟶

WHAT IS DEMAND GENERATION MARKETING? 6-MONTH B2B PLAYBOOK TO DRIVE BRAND AWARENESS AT SCALE

#3 Implement lead nurturing and drive personalization

As personalization becomes increasingly efficient, organizations must strive to adjust nurturing strategies to match specific personas and even accounts, promoting a more client-centric buying process. This should include the personalization of content as well as the frequency and tone of the outreach sharing it.

#4 Review your campaign channel mix

Another interesting strategy to address this scenario is **optimizing your channel mix**: companies are narrowing down on their audience's preferred channels of contact and content distribution to cut down on wasted budgets and low-performing channels.

All of these strategies aid in collecting relevant data to promote increasingly client-centric experiences, tying in with the current personalization trend, as well as in reviewing your company's tech stack, in tune with the aforementioned inclination to review systems and halt strategies that are not driving results.

Outlook 2023

**Find out more about current ABM trends in The Rise of ABX: How to Achieve True ABM in 2023** ⟶

By **Mukesh Rajpurohit**,
VP of APAC Sales

Technology trends to drive results in 2023

Before seeing returned business growth, companies first have to face and overcome the obstacles presented by the forecasted recession of 2023. Be that as it may, businesses must strive to identify and leverage upcoming technology with the potential to drive much-needed performance, across all areas. This section presents the most relevant tech trends for 2023:
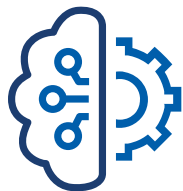
Applied Observability

Client buying behavior has the potential to constitute a source of valuable data. However, many companies still struggle to put such data to use. One solution for this issue is Applied Observability, as this approach leverages observable data gathered across different business functions, fostering alignment. This procedure allows businesses to make future decisions faster and more assertively, based on metadata and results from previous decisions, which then undergo Artificial Intelligence (AI) analysis.

Applied Observability can then be employed to shape the buyer experience by referring to data from previous deals and their different levels of success. Furthermore, this method can inform demand generation campaigns with real-time observable insights on client behavior, allowing needed adjustments to be made on the go. This strategy becomes even more relevant when considering the previously discussed changes of the buyer's journey, as well as the increasing need for personalization, thanks to its highly evidence-based way of collecting and handling data.

3 steps to implement Applied Observability in 2023:

- Break data silos, merging information from different sectors

- Scrub your database to improve the overall quality of gathered data

- Integrate observability into the whole lifecycle of your business's activities, enabling teams to fix issues and channel system efficiency into business performance

What's in it for marketers:

Since it can offer useful insights on client behavior and preferences, observable data is an invaluable asset for marketers. Applied Observability enables efficient campaign planning, as well as the health-checking of ongoing campaigns, providing marketers with a roadmap for improvements.

Outlook 2023

Channel the power of RevOps by finding out how you need to organize your business for revenue growth in 2023 $\longrightarrow$

By **Dan Freeman,**
Chief Revenue Officer

Digital Immune System (DIS)

Another candidate for 2023 is implementing Digital Immune Systems (DIS). These combine observable data, AI-augmented testing, automation, and input from experimental testing backed by chaos engineering. This not only promotes security and resilience within a company's systems but it also enables them to automatically react to unforeseen operational issues, ultimately delivering the best possible user experience (UX). According to Gartner (2022), **the utilization of DIS might reduce downtimes by up to 80%**.

As we further our comprehension of how to best interpret and leverage data, even failures in a business can now be utilized as learning opportunities—both for employees and AI systems—to build increasingly secure and effective practices.

3 steps to implement a DIS in 2023:

➤ Leverage observable data gathered across different departments as propellant for AI and chaos engineering testing, whose results should then be fed into an autoremediation system

➤ Based on testing results, design an autoremediation system, i.e., native application features that monitor the system to detect performance issues and automatically repair them

➤ Implement software supply chain security, e.g., with strong version-control policies, to protect the integrity of internal and external code, avoiding vulnerabilities that leave your software open to attacks

What's in it for marketers:

In an age when data security is becoming increasingly important, best practices regarding data protection can earn your company reputation and client trust. This can be an important aspect to highlight when marketing your business to audiences who work with sensitive data, for example.
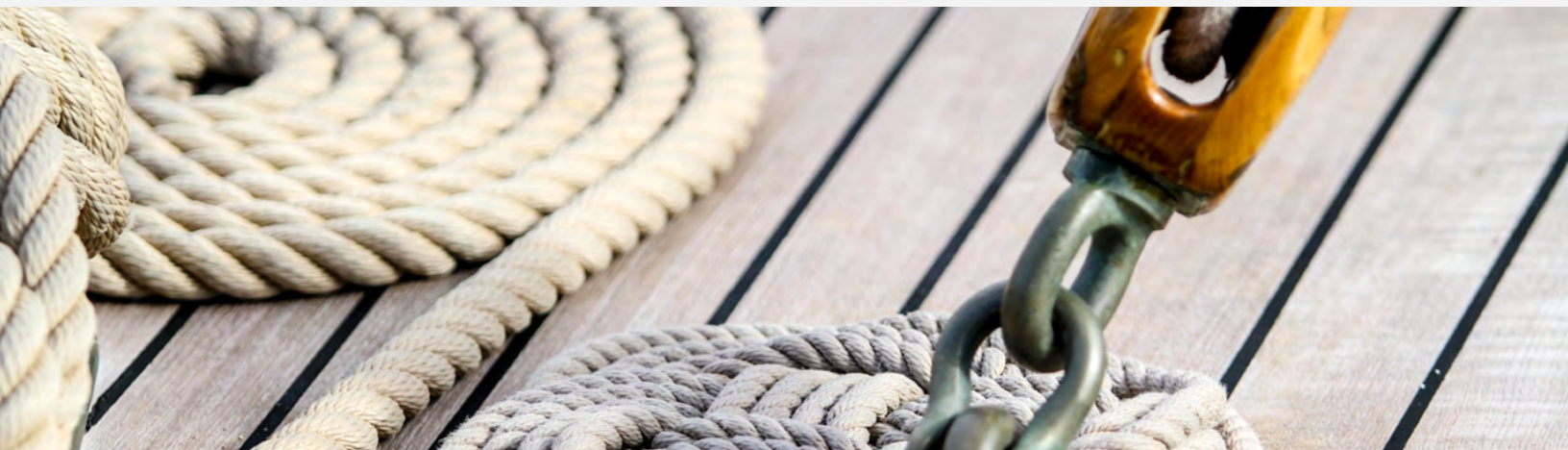
Superapps

A Superapp is a centralized platform where users can install independent miniapps that share data and go beyond the platform's core functionalities. This way, each user has a highly personalized iteration of the app, tailored to their particular needs and preferences. Miniapps can be designed either by the same company, or have the platform's development framework made public (open source) for potential developers to build and publish their own applications.

A perfect example of a successful miniapp is Tencent's WeChat, China's most used messenger app. Within it, users can shop at big and small businesses, access public services, order food, and even trade goods similarly to eBay. Its electronic wallet function is so widely used in the country that many users completely forgo cash and credit cards to favor transactions done via WeChat. Even its biggest competitors gave in to designing a miniapp within it—after all, its colossal outreach within the country's population represents a major opportunity for attracting leads.

In B2B, many marketing and management tools operate in a similar model, such as HubSpot and Clarizen, whose functions can be customized, enabled, or disabled according to the company's needs.

3 ways to create a B2B superapp in 2023:

- Strive to identify the multiple solutions your clients need, developing miniapps tailored to each one

- If they line up with your company's scope, develop miniapps tailored to each one of these solutions—or publish a platform within which your client's technicians may do so themselves

- Ultimately, the company will accumulate an ensemble of different functions readily available for current and new clients alike, making the platform appealing to increasingly broader audiences

What's in it for marketers:

Increasing the scope of features offered by your Superapp product is a valuable approach to broaden your target audience as well. Creating the opportunity for third-parties to design their own customizable miniapps may also reduce the need for other companies' solutions, maximizing adherence to your platform.

Platform engineering

Platform engineers design and build work platforms that include all of the functionalities teams require, arranged in a way that perfectly accompanies user workflows. This promotes a focused, frictionless workflow by avoiding excess information. Platform Engineering has demonstrated great potential in increasing productivity by reducing cognitive burden.

3 ways to implement Platform Engineering in 2023:

➤ Offer your development teams wide access to information on different departments' workflows

➤ Streamline unnecessary functions that may clutter team members' experiences

➤ Propose clean, tidied iterations of the central platform, custom-tailored for each department

What's in it for marketers:

Streamlined work platforms boost productivity by cutting any unnecessary burden on workers, enabling your company to be more agile. By concentrating data from different departments, Platform Engineering helps align teams and maintain members' focus by filtering out irrelevant data for each work function. This increase in efficiency will result in quicker project deliverables and more satisfied clients.

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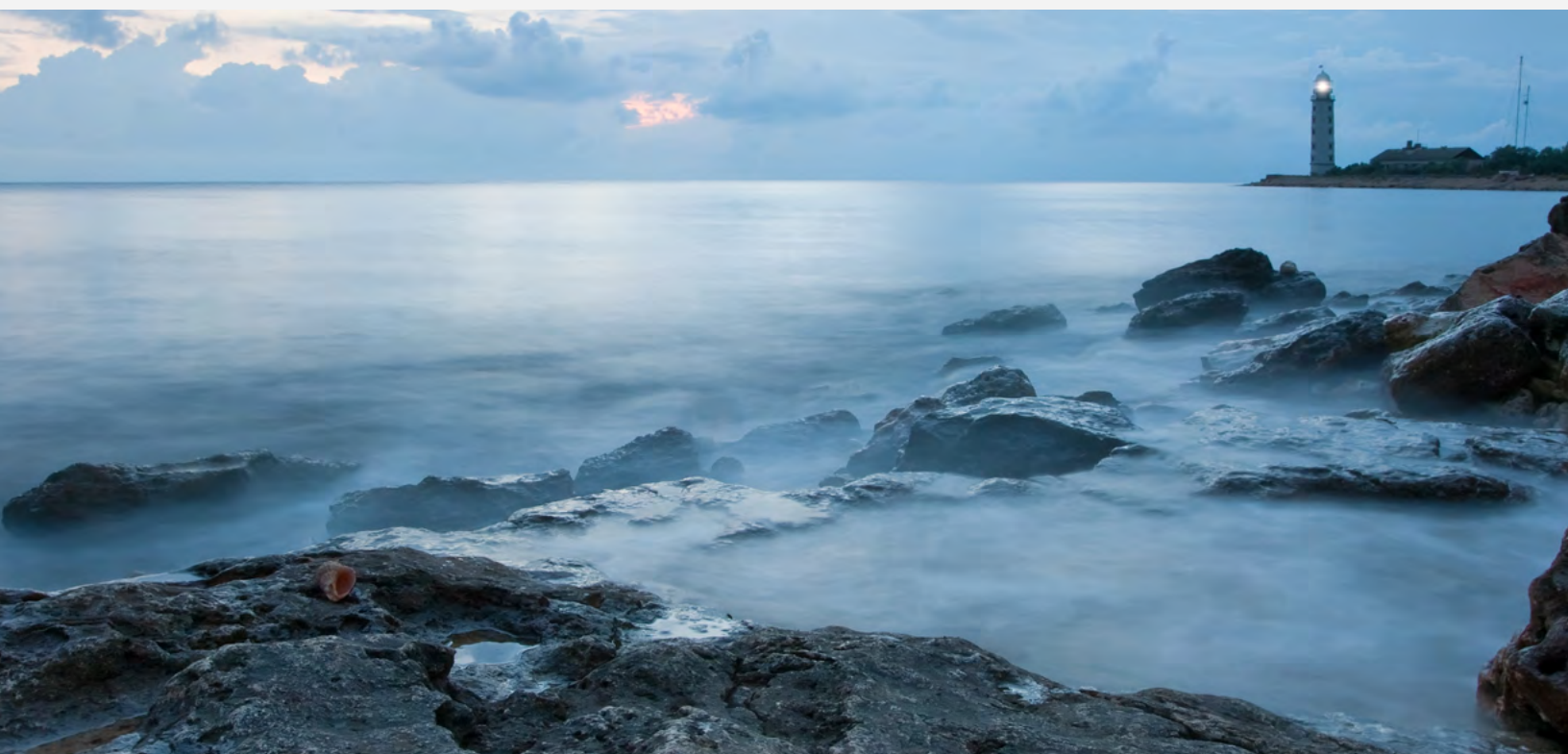
Wireless Value Realization

Wireless Value Realization is the term used by **Gartner (2022)** to describe the potential of next-generation wireless tech to improve user experience and gather valuable data from previously impractical approaches, such as location tracking, via low-power units capable of energy harvesting.

3 steps to implement Wireless Value Realization in 2023:

- Keep close attention to upcoming tech research that may prove useful to your business's data gathering strategies, enabling the prompt implementation of new resources into existing observability systems

- Locate strategic sites, both internally and in your company's products, that may be a good fit for the implementation of these solutions

- Lean into already-in-place systems and tech, such as IoT, as frameworks for the application of new tech

What's in it for marketers:

New wireless tech can empower marketing campaigns with valuable data inaccessible elsewhere. However, it is prudent to wait for this innovation to become more widespread in order to ensure its efficiency and relevance. Therefore, there is untapped potential for pioneers, but the investment is still high as the infrastructure for this technology is still in its infancy.

Metaverse

This buzzword, referring to a combination of virtual and augmented realities, spatial computing and Web3 technology, seemed to be all the hype for 2022, with Meta (previously known as Facebook) spearheading investments in tech and pressuring the market to follow suit. However, investors do not seem to be putting much faith in the trend.

This fact, paired with the information that **the company is approaching $10 billion in losses**, demands businesses considering this venture to be more careful. As stated by Gartner (2022), **it is difficult to know beforehand which metaverse initiatives will prove fruitful in the long term**. Additionally, **IAB's 2023 Outlook Survey** shows that a significant portion of marketers consider the ability of metaverse advertising to deliver ROI unclear, especially since the industry is still in its early stages.

Therefore, due to the uncertainty of how the Metaverse currently supports B2B business strategies, I have refrained from proposing ideas on how to leverage it in the following year—however, this remains a trend that B2B marketers should keep up to date on as it develops.

Key takeaways

The threat of recession in the wake of the COVID-19 pandemic has left companies across the globe reconsidering their budgets, with mass layoffs and updates to the tech stack being carried out in many businesses. The decrease in the growth rate of marketing technology spending is also notable.

Therefore, it is imperative for products to be highly-personalized and tailored to each account, with a clear value proposition aligned with the ongoing changes in the B2B buyer's journey and the challenges being faced today. Larger buying committees, the emphasis on digital adoption, and a higher number of touchpoints require new marketing approaches to drive performance.

8-step checklist for adapting to the evolution of the buyer's journey:

✔ Create and offer concise, accurate content marketing aligned to specific pain points

✔ Optimize your channel mix to cut down on inefficient spending

✔ Employ buyer intent tracking strategies

✔ Promote alignment between marketing and sales teams to support a seamless buyer experience

✔ Personalize nurturing strategies, to provide a more client-centric journey

✔ Prioritize long-term focus demand generation marketing strategies to suit the longer buyer's journey

✔ Leverage new tech capable of boosting the performance of your marketing campaigns, such as Applied Observability and Platform Engineering

✔ Keep close track of tech trends able to drive productivity and revenue, assessing their relevance and viability for your business
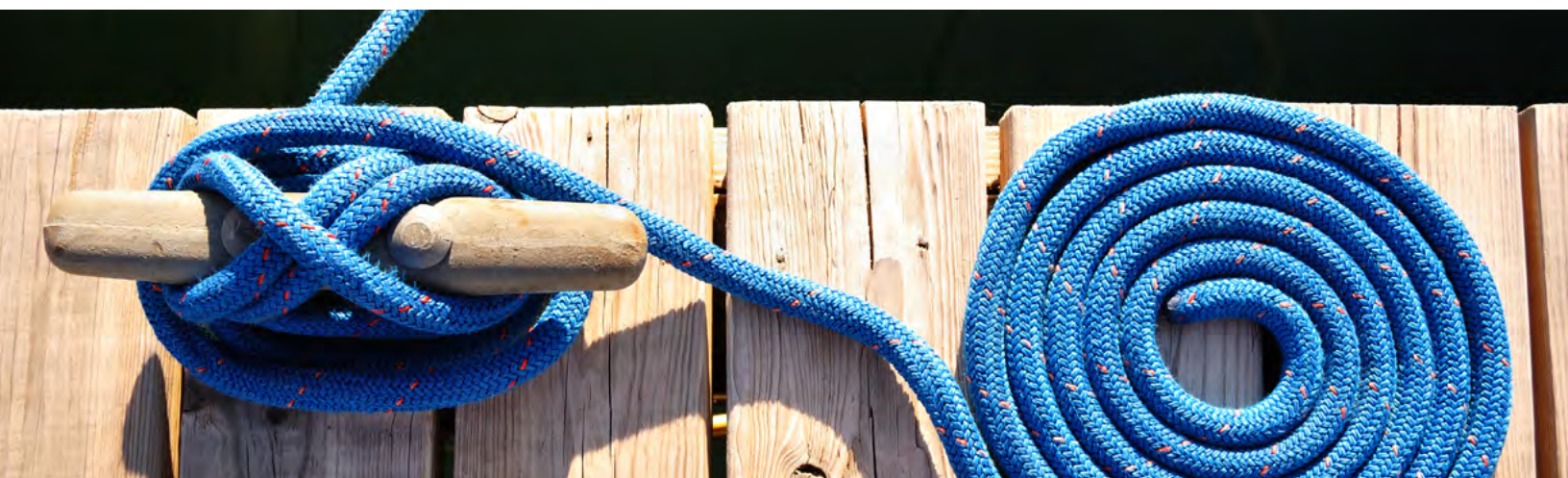
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About the Author

David Verwey has extensive experience of incubating and growing technology and marketing businesses worldwide.

As Chief Commercial Officer & DPO of INFUSEmedia, David leads international growth and operations alongside his team in the United Kingdom.

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NO MATTER THE CHALLENGE

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