

B2B Marketing Trends 2015

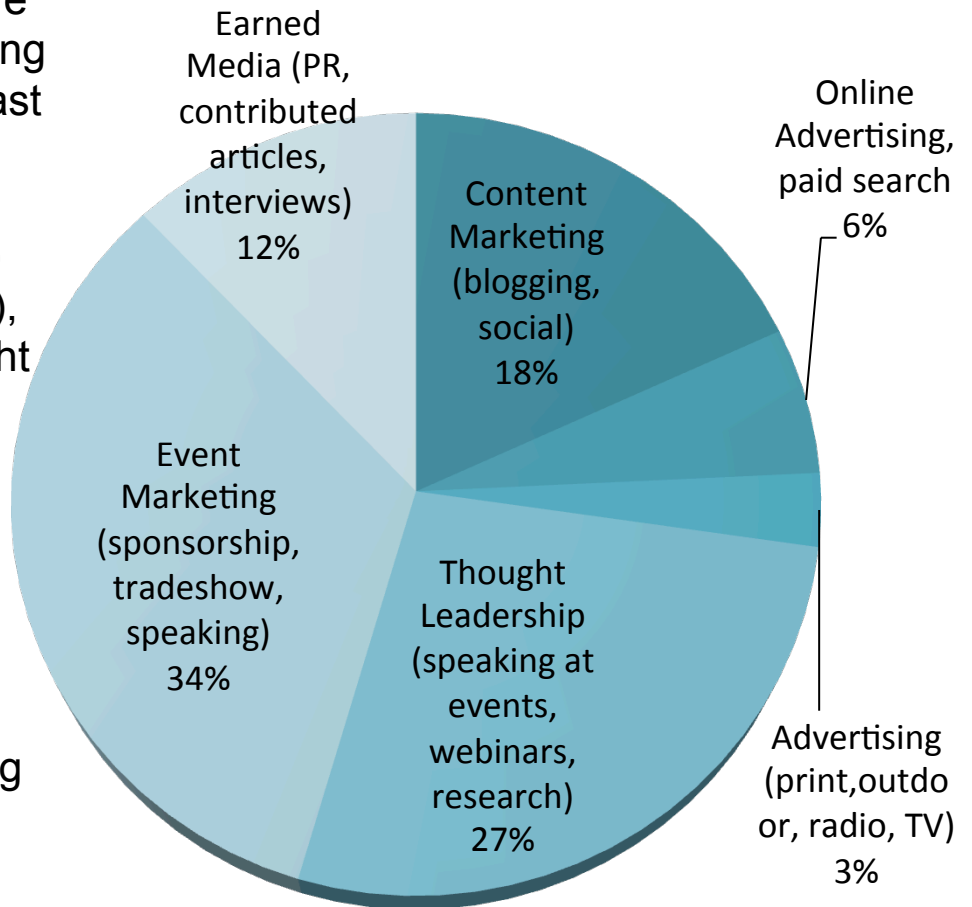
November 2014 we surveyed over 100 growth stage b2b companies headquartered in the southeast.

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What drove sales in 2014?

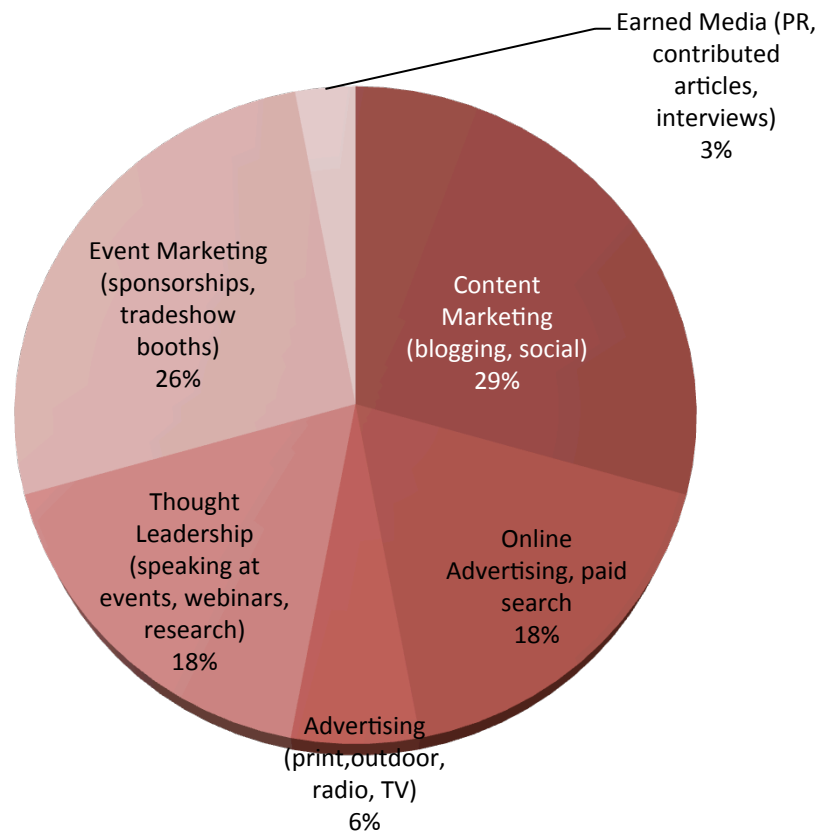
When asked where their most promising leads originated last year, marketers cited **thought leadership** (27%) and **events** (34%), followed by thought leadership in the form of content marketing (18%). Face to face opportunities to interact still trump online marketing activities in “driving the most qualified leads.”





76%
will spend
new
marketing
dollars on
thought
leadership,
including
events and
content.

Thought leadership drives
76% of 2015 marketing
spending increases





82% of B2B marketers rely on non-advertising sources to generate leads in 2015

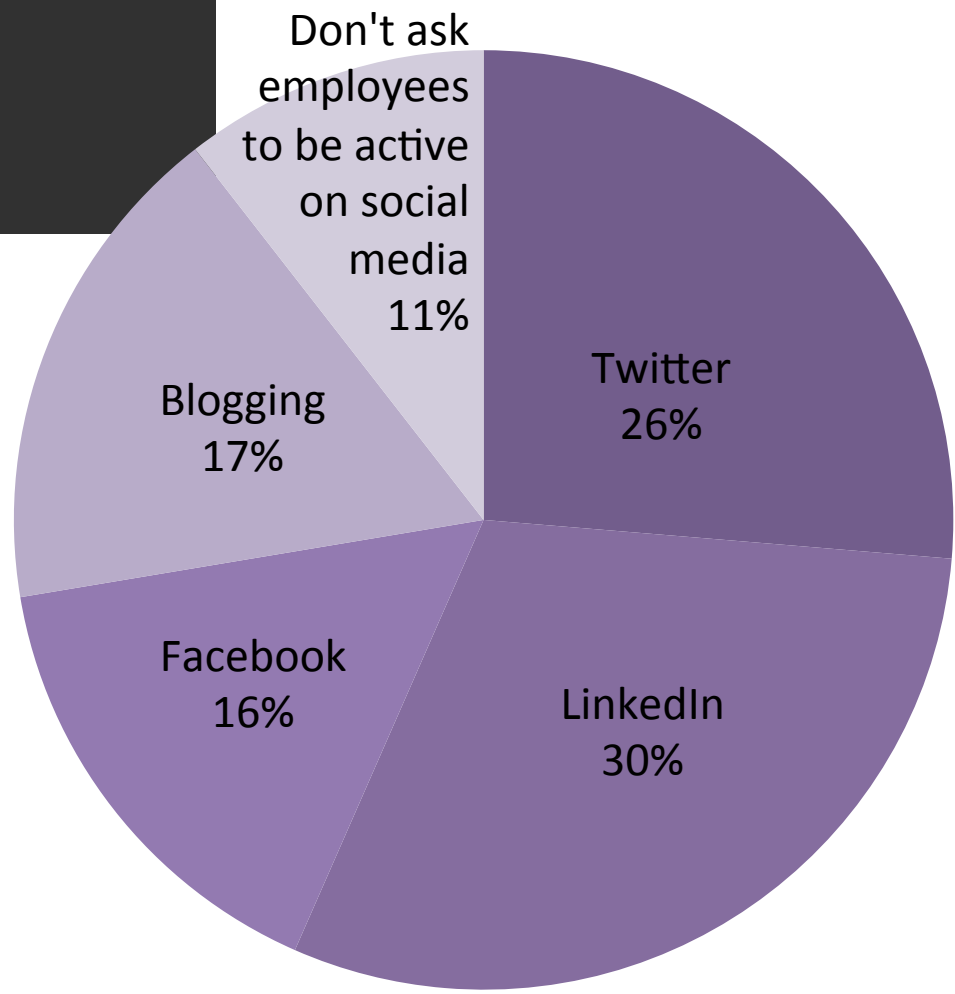
Where do you think your new leads will come from?





Write2Market clients see 30-60% increases in qualified website traffic by asking employees to blog on behalf of the company.

89% of B2B marketers plan to encourage employees to reach on social media.
Fewer than 1 in 5 ask for blogging.



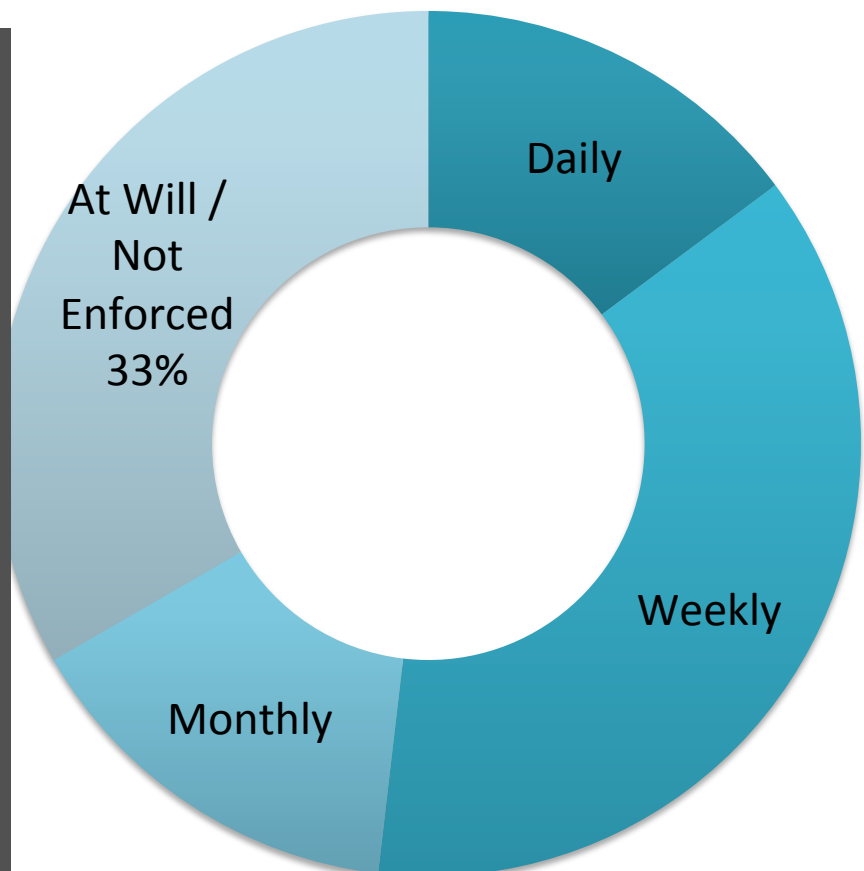


66% of Growth Stage B2B Firms Ask For Social Shares on a Schedule

Frequency of requests for employees to share on social channels in support of company goals.

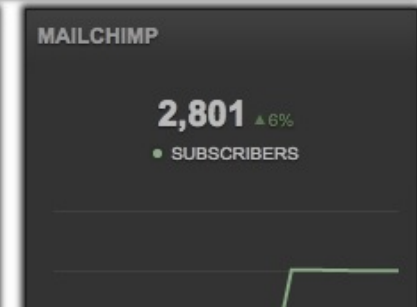
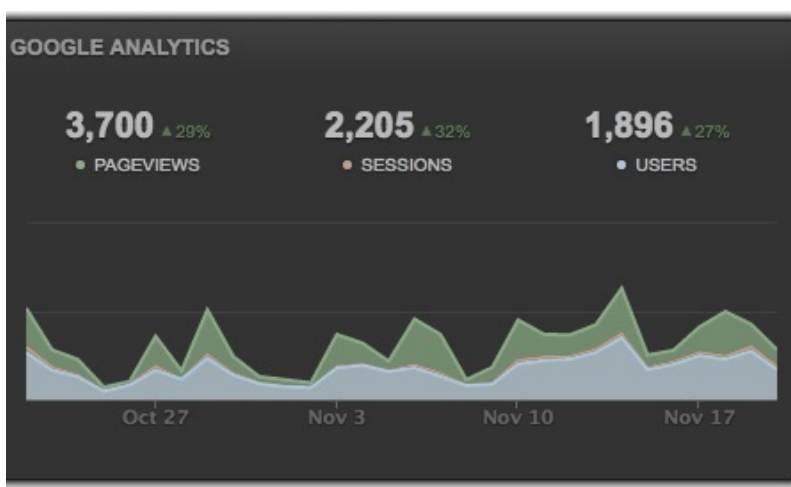
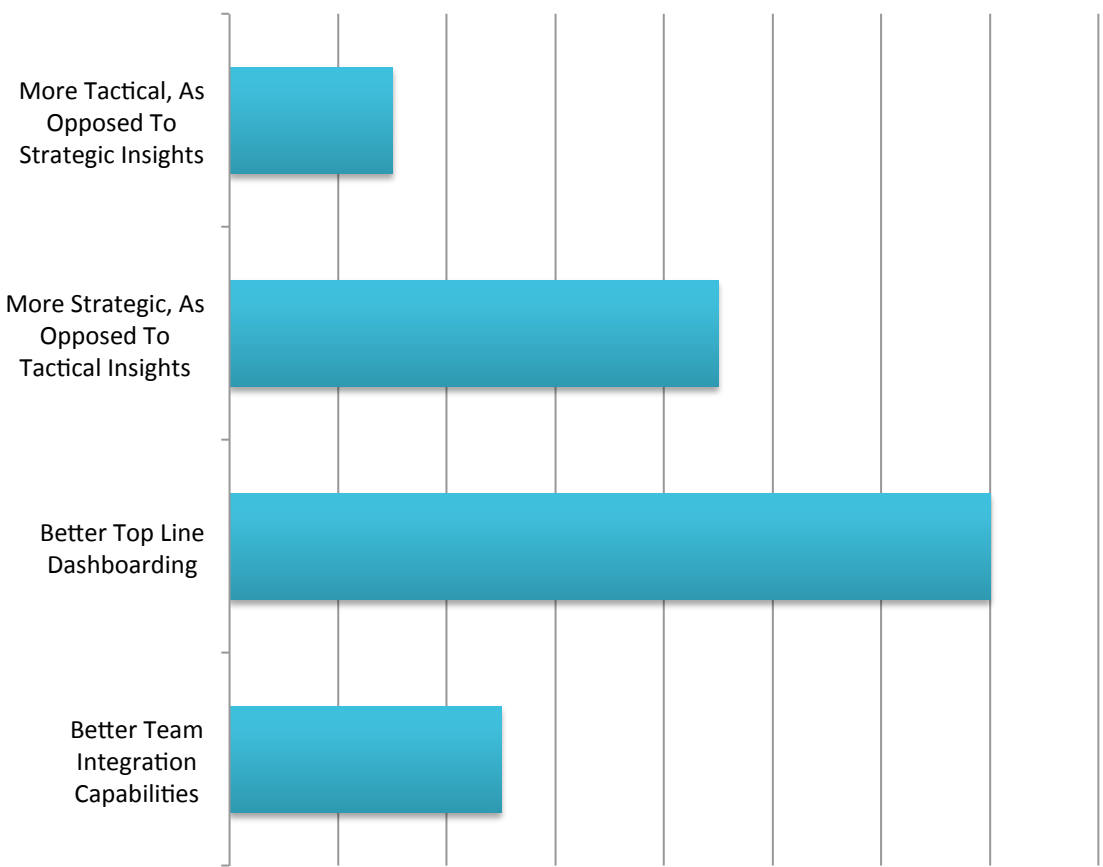
Asking for social shares regularly boosts engagement.

Clients of W2M's weekly social push program see triple digit boosts in web visits from social sites.





Marketers need better dash-boarding, top level insights





Marketers told us they couldn't live without . . .





What does this mean?

Growth-stage marketers recognize that thought leadership activities of all sorts are the “holy grail” of growth for 2015 and drove revenue in 2014.

They are optimistic that content marketing will drive more leads in 2015 and are increasing their spending in that area.

Yet many struggle to drive reliable insights from employees through contributed content or blog posts—and social shares for almost a third are spotty at best.

Top-level insights across the spectrum of demand and lead generation is elusive—so many marketers feel like they are flying blind. It’s increasingly hard for top-level marketing management to know which decisions are the right decisions—and it’s expensive to be wrong. The national average tenure for a CMO is 45 months—half of that for CEOs and considerably less than the 66 month average tenure for CFOs.



Top 3 Recommendations 2015 B2B Marketing Acceleration

Invest in dashboarding

your demand or lead generation program across all channels, including events, blogs, landing pages, webinars, etc.—so you won't fly blind.

- Write2Market has a dashboarding engagement that can create a living, real-time charts at a glance so you don't have to go to several different applications for insights.

“Content is culture.

Experiment with ways to engage your growing team in content marketing. Break your internal “writers block” to free your thought leadership program.

- Write2Market has an effective coaching and content development support program you may be interested in—most clients see 60-80% increases in qualified web traffic.

Develop a position.

Rather than programming separate but related topics for speaking, contributed articles, research and blogging for example, save time and increase impact by investing in a “remarkable” position on a idea of influence. We'd can help.





About Write2Market

We connect stories to sales for companies. Recognized as a Top 10 Agency for Start Ups and among the 100 Strongest Agencies in the U.S., we inspire companies to discover their strongest thought leadership positions and get the national recognition they deserve.

Interested in being recognized as the leader in your industry?



Ask about our **Industry Leadership Audit**.
Discover your top 5 market leadership opportunities today.

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