



B2B TECHNOLOGY MARKETING TRENDS REPORT FOR 2020

Top 6 Focus Areas for B2B Marketers



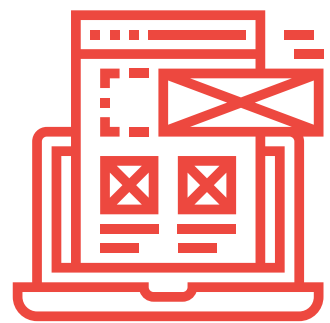
In 2019, TSL Marketing surveyed 205 B2B technology marketers. We asked both close-ended and open-ended questions about company websites and marketing plans for 2020. We were able to identify 6 Top Focus Areas for B2B Marketers in 2020.

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[Web/SEO]

According to the survey, Web and SEO are the biggest focus areas for 2020:

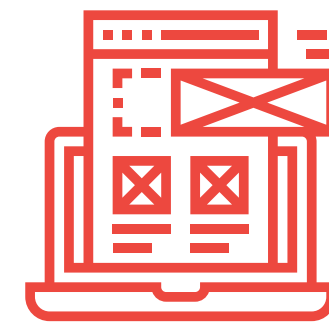


80%
Web



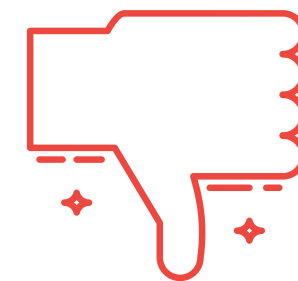
65%
SEO

The state of company websites was a common concern:



34%

34% of responders say the company website needs updating



20%

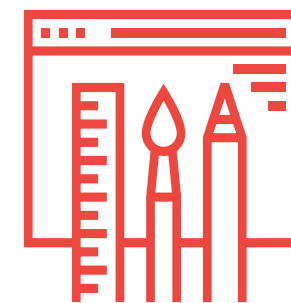
20% described the website as "old"

TSL Tips

TSL recommends adopting an agile approach to website development that provides continuous improvement. B2B marketers should use UX and SEO data to upgrade and enhance company websites regularly.

Read more about Agile Methodology in the TSL Guide to Agile Marketing.

Discover More



25%

25% said the website was continuously being updated



19%

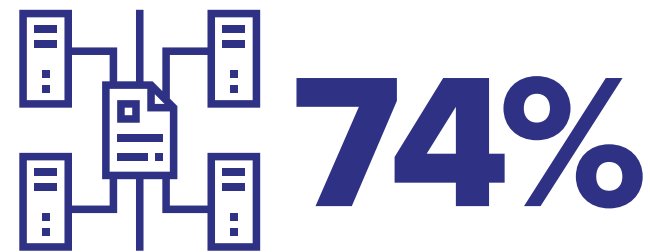
Only 19% described the website as "new"

[Events]

Marketing events was another top focus area:



69% of responders chose events as an investment area for 2020



74% of SaaS providers plan to invest in events

TSL Tips

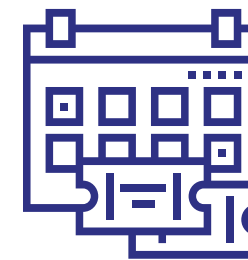
TSL advises B2B companies to maximize their investment in events by:

- Building awareness before and after the event
- Using events as a lead progression effort
- Putting a follow-up process in place

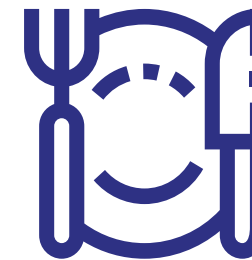
Learn more about preparing for a B2B trade show by reading our blog “B2B Marketing Trade Show Preparation.”

[Read the Blog](#)

Different types of companies favor different varieties of events:



SaaS companies prefer industry-specific trade shows



VARs/MSPs hold vendor-sponsored events for customers, such as ball games and dinners

According to the Event Marketing 2018 Benchmarks and Trends Report:

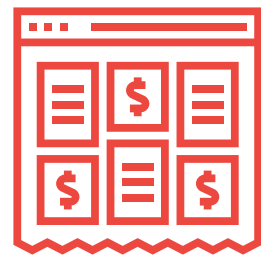


80% of C-level executives believe events are key contributors to company success¹

[Demonstrating Value/ROI]

Many responders saw budgeting as a top challenge to their marketing strategy.

Companies surveyed by TSL felt:



They needed to track the ROI of digital advertising more effectively



LOB leaders won't invest in tactics that don't demonstrate ROI



Global marketing media spend will reach \$2.1 trillion in 2019²



Companies won't know if this is a wise investment without a marketing ROI analysis

TSL Tips

TSL suggests using metrics such as impressions, interactions, and engagement to demonstrate the value of marketing tactics. Sales and marketing teams should be encouraged to work together to track leads, nurture prospects, and examine attribution.

**Learn how to get your marketing budget approved in our eBook
The Art of Persuasion.**

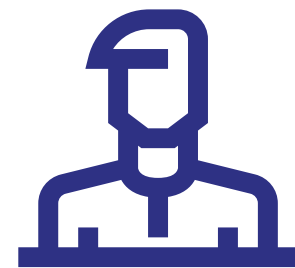
Access the eBook

[People/Resources]

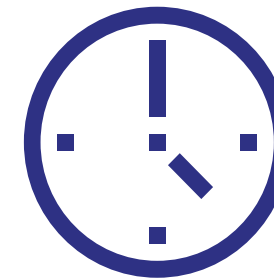
Hiring and retaining skilled resources is another challenge marketers face heading into 2020:



Over 23% of companies have only 2 to 3 marketing team members



15% rely on a single team member



Employee bandwidth



Bench depth

TSL Tips

Companies should audit employee skills and capabilities, comparing current resources to what they need. Ongoing training of your current team should be part of your plan.

Get help training your existing team from TSL's Digital Marketing Workshops.

Experience the Workshops



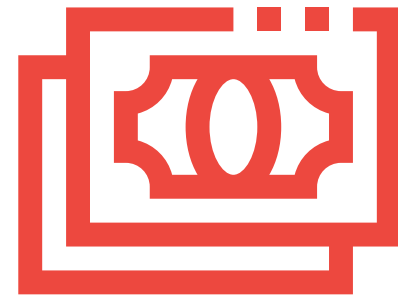
Specialized expertise

[Improving Digital Ad Performance]

Marketers have chosen to invest in digital advertising but want to see better results from ads:



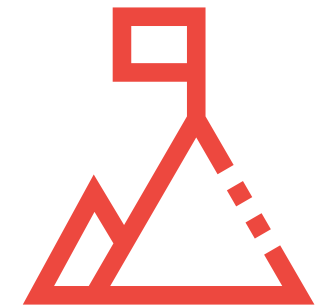
58% identify digital advertising as a focus area for 2020



41% are investing more than \$5k per month on digital ads



28% are investing more than \$10k per month on ads



Some companies needed to see ad performance measuring up to their investment

TSL Tips

B2B marketers should reduce ad “waste” by ensuring that ads are set up for their target market. They should continue to test and improve ads based on performance metrics.

**Make your digital ads work smarter.
Get a Digital Ad Assessment.**

Schedule an Assessment

[Content]

A majority of B2B marketers surveyed plan on using content strategies in the coming year:



71% of responders will be focusing on marketing content in 2020

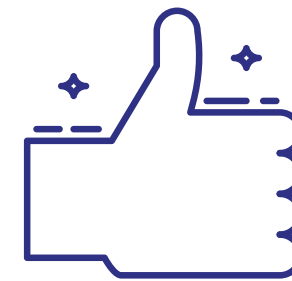
TSL Tips

Companies should work on getting their SMEs to spend more budget and time on content. B2B marketers need to create content for the beginning and end of the buyer's journey. Ungated content can be used to boost search results.

Learn how to create quality content that lasts. Read our blog "Evergreen Marketing Content Can Increase Website Traffic & Boost SEO."

[Check Out the Blog](#)

2020 goals for marketing content include:



Improving content quality



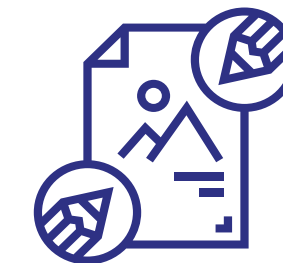
Gaining support from internal SMEs



Optimizing CTAs



Creating more content



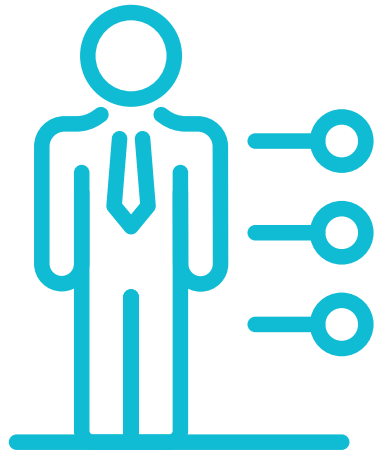
Focusing on BoFu content

[TSL's Methodology & Sources]

In conducting the sales and marketing survey, TSL targeted B2B tech companies with 25 to 1000 employees.

Out of 205 responders:

68%



68% of the responders were Director level or above within the organization

129

129 identified their companies as SaaS providers

116

116 described their companies as Cloud providers

79

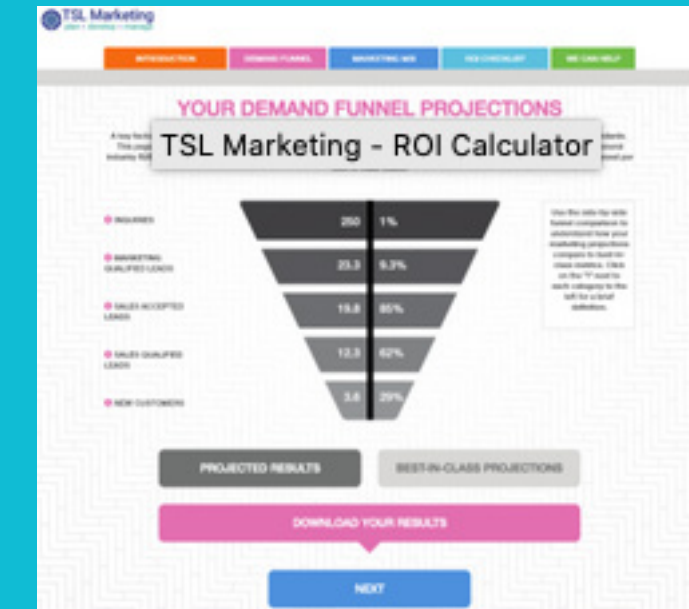
79 identified as Managed Service Providers (MSPs)

≈25%

Almost a quarter of companies classified themselves as belonging to multiple categories

Get expert advice on how to meet your 2020 B2B technology marketing goals.

Schedule an ROI & Marketing Mix Analysis



Sources

1 Bizzabo | <https://welcome.bizzabo.com/event-marketing-2018>

2 Harvard Business Review | <https://hbr.org/2017/07/a-refresher-on-marketing-roi>