

2018/2019 B2B SALES & MARKETING AGENCY REPORT

Top B2B Sales & Marketing Trends to
Watch for in 2019



In 2018, TSL Marketing surveyed 298 marketers to learn about trends in technology marketing and their experiences working with marketing agencies. Check out our results and uncover valuable insight into how sales and marketing executives are planning their 2019 digital marketing strategy.

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[B2B Sales & Marketing Trends at a Glance]

Our survey identified the directions technology marketing will be moving in 2019.

Digital content
marketing is king



Almost a third of marketers plan to invest in content in 2019.

B2B industry experience
is priceless



More than 74% of marketers consider industry experience the most important aspect of selecting a marketing agency.

Marketing-as-a-service
is gaining popularity



Over 95% of marketers outsource at least some of their marketing efforts.

[B2B Marketing Investments for 2019]

B2B Marketers need to invest their budgets wisely. They must choose tactics that deliver optimal ROI.

Content creation and digital marketing are at the top of marketers' lists. Where will they be increasing their investments in 2019?

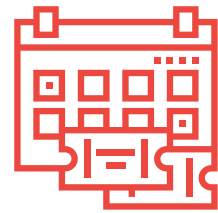
The top 10 areas of investment are:

33%



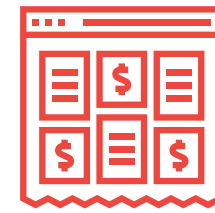
Content Marketing

28%



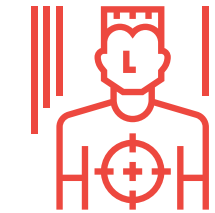
Events

27%



Digital Advertising

26%



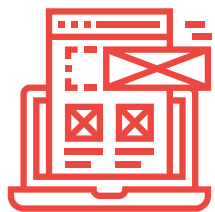
Lead Nurturing

24%



Email Marketing

22%



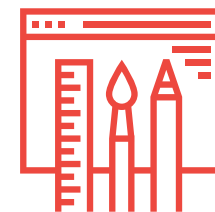
Website

19%



SEO

16%



Digital Design

13%



Telemarketing

11%



Marketing Education

[Key Differentiators for Outside Marketing Agencies]

When companies choose to outsource their technology marketing efforts, the landscape can be difficult to navigate. Organizations need to decide which attributes are most important to them.

The companies surveyed ranked the following attributes at the top:

74%



**Industry
Experience**

71%



**Knowledgeable
Employees**

63%

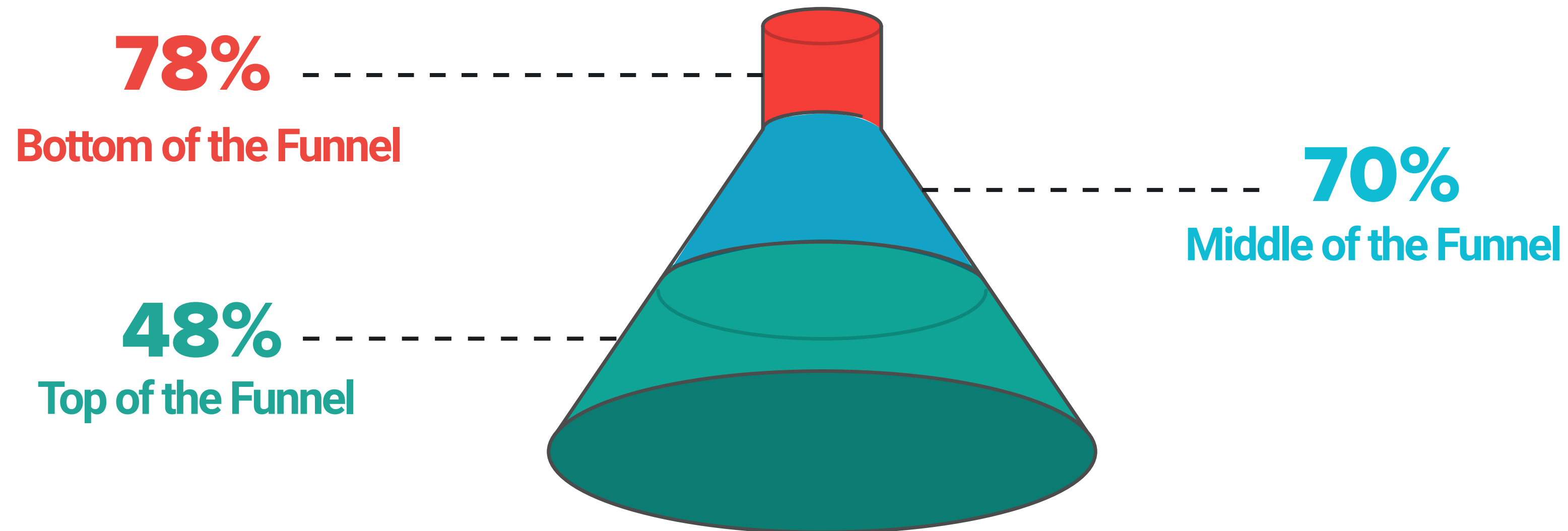


**Demonstrated Track
Record**

[The Most Important Leads]

Leads can be generated at any point in the sales and marketing funnel. Most companies prefer certain types of leads. The further down the funnel, the better.

What types of leads are most important to companies, their suppliers, and/or partners?



[TSL's Methodology]

In conducting the sales and marketing survey, TSL received responses from people in many different job roles, including:

110

Managers

79

Directors

25

VPs

22

Other Roles

15

Presidents/Owners
/CEOs

14

Executives/CIOs

14

Designers/Marketers/
Strategists

12

Sales

7

Specialists

TSL is a leader in B2B technology marketing. For 20 years, we have been helping technology companies develop winning sales and marketing strategies using a combination of inbound and outbound marketing. We continue to adapt and grow, mastering evolving marketing trends. Our methodology helps our clients become recognized, known, and trusted.

Is your company staying on top of B2B technology marketing trends?

Find out by scheduling a Digital Marketing Assessment from the experts at TSL.

