

FOUR KEY TRENDS IN TECH COMPANIES' TACTICS FOR EXPANDING INTO NEW MARKETS IN 2024

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The B2B marketing landscape constantly evolves, driven by technological changes, market dynamics, and customer expectations. In 2024, several key trends are shaping how companies approach marketing to other businesses.

Personalized content is a critical strategy that departs from generic mass-market approaches. This trend underscores the importance of tailoring content to individual preferences and needs, enhancing engagement and driving results.

Account-based marketing (ABM) has also emerged as a pivotal trend in B2B marketing. This strategic approach treats individual accounts as unique markets, enabling companies to personalize their marketing and sales efforts. The effectiveness of ABM is evidenced by its impressive ROI, with Gartner reporting that 87% of B2B marketers acknowledge its superiority over other marketing activities.

Customer experience (CX) has become a focal point for B2B marketers looking to differentiate themselves in a competitive landscape. Studies show that 72% of companies prioritize CX improvement, recognizing its impact on customer satisfaction and loyalty.

Sales and marketing alignment is another key trend shaping B2B marketing in 2024. Companies that align these two functions strongly experience significant revenue growth. This alignment is critical to ensuring marketing efforts effectively support sales objectives, leading to better results.

With personalized content and sales and marketing alignment, ABM lifts several key sales metrics, including a 28% increase in overall account engagement and a 25% rise in the marketing-qualified lead (MQL) to sales-accepted lead (SAL) conversion rates. By delivering a personalized CX across all customer touchpoints, companies can build strong customer relationships and enhance their brand reputation.

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