

# Nearly 50% of B2B marketers no longer work to a fixed budget. New survey finds key shifts in modern B2B marketer's role.

2018 B2B Marketing Survey unveils key insights on the role of the modern B2B marketing professionals and future trends for B2B marketing industry.

LONDON, UNITED KINGDOM, July 26, 2018 /EINPresswire.com/ -- The rise of the modern B2B marketer is changing the way marketing and sales teams work together to generate new business and deliver ROI.

New research from [Contentive](#), a global B2B marketing and events company, found that the role of the modern B2B marketing professional is rapidly shifting, due to the explosion of data, analytics and automation tools.

Contentive surveyed its trusted community of B2B marketing professionals to learn more about their key challenges and for a glimpse for what the future holds for B2B marketing.

The top three trends that are influencing emerging strategies are personalisation, artificial intelligence and influencer marketing. The [survey](#) found that 57% of B2B marketers consider personalisation as the key trend that will influence their marketing strategy for the next 12 months. With an increasing focus on utilising data and technology to craft personalised, tailored messages, the modern B2B marketer is constantly testing, iterating and optimising different marketing channels to analyse the success of their marketing campaigns.



Marketing is shifting from an art to a science."  
*Sandeep Saujani, CEO of Contentive*

As a result, marketing budgets are no longer fixed, with 48% marketers allocating budgets on an on-going basis to effective channels. In many cases, this means marketing budgets are increasing, with 66% respondents expecting their marketing budget to increase for the year.

Collaboration between sales and marketing is also increasingly important, with ever stronger focus on new

business conversion as well as ROI from existing customers and website traffic. Top of the funnel leads are no longer the preferred campaign outcome. Marketers are increasingly challenged to deliver nurtured, or even sales qualified leads.

Key findings from the survey:



1) 57% of B2B marketers think personalisation is the key trend will influence next 12 months.

2) 50% of B2B marketers are now demanding leads that are fed into the middle and bottom – not just the top – of the funnel.

3) ROI priorities are clear, with conversation rates, yield growth and site traffic top of mind.

4) Collaboration with colleagues is more critical than ever. As marketing becomes more visibly integral to business success, five colleagues now typically have input on investment decisions.

5) Content marketing is here to stay. Like social media and email marketing these channels remain critical to delivering on ROI goals.

"Marketing is shifting from an art to a science, and has been significantly disrupted by technology over the last few years. It's about blending the data science of marketing with the art of brand-positioning, whilst not ignoring critical parts of the marketing mix such as brand building, thought leadership and positioning your business as a solution to your customer's problem," said Sandeep Saujani, CEO of Contentive

To download the key findings from the 2018 B2B Marketing Survey, [click the link here](#).

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## About Contentive

Contentive is a global B2B media and events company, helping professionals and businesses excel in a digital world. We provide an engaging mix of news and thought leadership, events, intelligence, across Digital Marketing, Accounting & Finance, HR and other Business verticals.

Our products and services help senior executives excel in a world being transformed by digital – and our tools and platform provide B2B marketers with access to an engaged audience of business professionals.

Founded in 2012, we have offices in London and New York. Our London team is located in the I-HUB in White City, a state-of-the-art building which hosts a hotbed of innovation-focused, high-growth companies. Contentive is backed by the Blenheim Chalcot group, leading active investors with annual sales of over £350M.

Learn more: [www.contentive.com](http://www.contentive.com)

## Request a comment

If you would like to request a comment from our CEO, Sandeep on the report findings or state of B2B marketing, then please get in touch with Netta Virtanen, EA.

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KEY FINDINGS:  
**2018 B2B MARKETING SURVEY**  
CONTENTIVE  
Reinventing B2B media & events

New survey by Contentive 2018 B2B Marketing Survey

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