



Is Your B2B Marketing on the Right Track?

66 stats that will tell
you what everybody
else is up to, and why!

“Champions
are **brilliant**
at the basics.”

– Coach John Wooden

B2B companies tend to be so focused on product development and sales that they forget to develop a proper marketing strategy. Many companies implement a few one-off marketing tactics, but then see disappointing results. The key is to build your marketing strategy, or roadmap, and then support it with tactics that will help you reach your goals. There are dozens of tactical options for companies to choose from. The challenge is to select the right ones for your business.

Below is a roundup (in no particular order) of tactics with which B2B companies are having success, whether their goal is to generate leads, expand their reach, grow their sales, or all of the above. Some of the tactics we discuss might look very familiar to you, but we think that the accompanying stats will give you some surprising insights.



WEBSITES

You Are Your Website!

There is no hard and fast rule on how often you need to update your website, but you do need to keep it current both from a content and a design perspective. Your website is an essential source for generating new leads and it's often the first point of contact a prospect has with your brand – so, you need to think about what your site is communicating about you.

- Make it attractive and user-friendly: According to a Stanford University study, **75%** of people judge the credibility of a company based on the design of its website, alone.¹
- Ensure it's fast and optimized for mobile: Mobile now accounts for **65%** of digital time² and if your website takes more than 3 seconds to load, **57%** of mobile users will abandon it entirely.³
- Keep it fresh by continually adding new content (blogs, articles, whitepapers, webinars): **72%** of marketers say that relevant content creation is their top SEO strategy.⁴



EMAIL MARKETING

Never Underestimate Email!

Email is a tried and true marketing tactic that is still important for businesses of every size. When properly targeted, it's a great way to make announcements and keep customers informed, it reaches mobile customers effectively and it's action oriented. All that, and it delivers fantastic ROI!

- The average return on email marketing is **\$44** for every \$1 spent.⁵
- **59%** of Canadian retail messages are opened by consumers on their smartphones, so email marketing is also mobile marketing.⁶
- Email is the **#1** channel that B2B marketers use to distribute content.⁷



WORK EXISTING CLIENTS

Return To The Well!

So many B2B companies spend the lion's share of their marketing dollars trying to attract new clients. But the best way to maximize your budget is by selling to the people who already know you, trust you and like what you do.

- The cost of acquiring new clients is **6 to 7** times higher than the cost of keeping your existing ones.⁸
- According to thinkjar research, **65%** of companies are able to successfully upsell or cross-sell to existing customers.⁹
- Only **12%** of companies are able to successfully upsell or cross-sell to new customers.⁹



BLOGS

Blog On!

Blogs are an easy way to promote your company's expertise, raise brand awareness and generate leads. And when compared to other tactics, blogs are relatively inexpensive and deliver great bang for your buck.

- **86%** of B2B companies are blogging¹⁰ because blogs help generate qualified, interested buyers.
- **60%** of marketers say that blogs are their top inbound marketing priority.¹¹
- Small businesses with blogs generate **126%** more leads.¹²
- Over **409** million people view more than **22.2** billion blog pages each month.¹³



SOCIAL MEDIA

Get Social!

Social media has the power to influence prospective buyers, both on the clock and off. Platforms like Facebook, which were once considered consumer platforms, now offer highly targeted business services that can reach specific job titles, seniority levels, company sizes, companies, as well as your own CRM list. Don't dismiss social media for B2B marketing. It's a valuable tool for customer acquisitions, lead generation, driving brand loyalty and expanding your reach in a big way. In fact:

- Facebook reaches a whopping **71%** of adult internet users in the US, **58%** of their entire adult population.
- Twitter reaches **23%** of adult internet users in the US, **19%** of their entire adult population.
- LinkedIn reaches **28%** of adult internet users in the US, **23%** of their entire adult population.¹⁴
- Social media has a **100%** higher lead-to-close rate than outbound marketing.¹⁵
- **84%** of B2B marketers in the US use social media for customer acquisitions.¹⁶
- **83%** of B2B marketers claim that social media is an important part of their business.¹⁷



VIDEOS

And... Action!

Video marketing is one of the most effective B2B tactics. YouTube, which is now the second largest search engine on the web, reports that mobile video consumption rises by 100% every year.¹⁸

- People love videos and **96%** of organizations use video in their marketing.¹⁹
- Overall, **73%** of businesses report positive ROI from using video.¹⁹
- **75%** of executives watch work-related videos on business websites at least once a week.¹⁸
- After viewing a video, **50%** of executives will look for more information about the company; **65%** will visit the website and **39%** will call the vendor.¹⁸
- **74%** of B2B marketers say that video converts better than other content types.²⁰
- With videos expected to represent **80%** of all global internet traffic by 2020, they should play an integral role in any B2B marketing strategy.²¹



INFOGRAPHICS

Gotta See It To Believe It!

Infographics have exploded as a form of shareable content that provides measurable results, making them a must for any B2B marketing strategy. When they first became popular, in just the two years between 2010 to 2012, infographic search volumes experienced an 800% increase and they show no signs of slowing down.²²

- **62%** of content marketers use infographics and a further **26%** intend to use them.²³
- Infographics are 'liked' and shared on social media **3 times more** than any other type of content.²⁴
- Infographics even help people better grasp information because **90%** of information that is transmitted to the brain is visual in nature.²⁵
- And visuals are processed **60,000 times** faster in the brain than text.²⁶



WEBINARS

Now Presenting..!

Webinars should be geared towards thought leadership and not advertorial or a product push. They are cheaper than in-person events and can bring in good quality leads long after the webinar has occurred. How? Webinars can be recorded and added to the resources of your website, which makes them an everlasting, gated asset. Use them at any time in your social media and link them to your blogs or other content to generate leads.

- Over **65%** of B2B marketers consistently rank webinars as one of their top content marketing tools.²⁷
- Email is the best way to drive webinar registrations, representing **35%** of all sign ups.²⁸
- **17%** of registrants sign up 15 days before a webinar and a whopping **29%** register on the day of the event.²⁹



PRODUCT LAUNCHES

Don't Fail To Launch!

A product launch has far reaching effects. A poorly executed launch could leave customers confused and drive away business, while a successful product launch should produce happy customers, more sales and a better bottom line.

- You may be surprised to hear that only **69%** of marketers believe that understanding buyer needs and pain points is the most important go-to-market strategy for a product launch.³⁰
- **89%** of B2B marketers say that new customer acquisition is the metric they use to measure the success of a product launch.³⁰
- **70%** of B2B marketers say they look at revenue generated to measure the success of a product launch.³⁰



PUBLIC RELATIONS

PR Makes Perfect!

PR is one of the most powerful tools in the marketing toolkit. It's an amazing way to raise awareness and even generate leads. It lends credibility to niche and small B2B players and puts them on the radar of decision makers who may have never before heard of their company or solutions.

- **80%** of business decision-makers prefer to get their information via articles rather than ads.³¹
- **47%** of B2B buyers viewed 3-5 pieces of content before engaging with a sales rep.³²
- **96%** of B2B buyers want content with more input from thought leaders³², so target your media and contribute!



EVENT MARKETING

Get Up Close & Personal!

Marketplace competition, coupled with email marketing regulations, has made it increasingly difficult for B2B businesses to reach new prospects. Get creative. Running a targeted event, followed up by campaigns to market to your new leads, is a great way to grow your business. But make sure you set specific business goals for your event and stick to your budget.

- **75%** of B2B marketers say holding in-person events is their most effective marketing tactic.³³
- The most commonly used lead generation tactics are email marketing at **78%**, followed closely by event marketing at **73%**.³⁴
- However, **40%** say they will decrease their investment in event marketing.³⁴



REFERRAL PROGRAMS

Pass It On!

Referrals are among the most effective ways to increase sales. After all, most referrals are done for people who are already looking for a particular product or service, so they are highly qualified opportunities.

- Companies with referral programs report **71%** higher conversion rates.³⁵
- **59%** of those companies reported that referrals deliver more value over a lifetime.³⁵
- Yet only **30%** of B2B companies have some sort of formal referral program in place.³⁵



TRADESHOWS

On With The Show!

Tradeshows provide a great opportunity to meet new contacts, move leads through the pipeline, and keep your brand top of mind. It's important to set goals for each show, including how many new contacts you hope to make and the amount of new business you expect as a result of leads made at the show, so that you can measure your return on investment.

- **81%** of tradeshow attendees have buying authority,³⁶ but marketers still have difficulty justifying attendance.
- Almost **50%** of organizations don't measure the ROI of their tradeshow activity.³⁷
- The **#1 reason** visitors said they attend trade shows is to see new products, yet only **13%** of companies introduce new products and services at trade shows.³⁸



WHITE PAPERS

Be A Thought Leader!

Whitepapers are authoritative thought-leadership pieces that serve to generate more credibility and trust for your business. Their purpose is to make readers more curious about what you have to offer and thereby increase your sales. Problem solving information always has high conversion rates with readers. Provide the solutions to those problems in a white paper and customers and online users will be drawn to your website through your whitepaper!

- Of content that B2B buyers are most likely to share, whitepapers rate the highest at **79%**.³²
- B2B organizations use whitepapers to make **82%** of their purchasing decisions, followed by webinars (**78%**); case studies (**73%**); eBooks (**67%**); blog posts (**66%**); infographics (**66%**).³⁹
- Yet only **55%** of businesses are using white papers in their content marketing.³⁹



MARKETING AUTOMATION

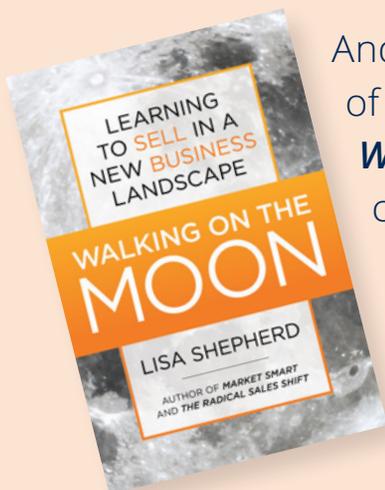
Don't Wait To Automate!

Marketing automation software gives you rich insights into how your customers are finding you, whether through organic search, paid search, email, direct traffic or social media. It also shows you what content they're interested in. Understanding your visitors, contacts and customers will help you better tailor your marketing efforts to improve the quality of your leads and ultimately convert more.

- B2B marketers who implement marketing automation software increase their sales pipeline contribution by an average of **10%**.⁴⁰
- **79%** of B2B marketers, globally, have a marketing automation solution in place.⁴¹
- **91%** of the most successful users agree that marketing automation is very important to the overall success of their marketing across channels.⁴²

SUMMARY

Now that you've seen what everyone else has been up to, it's time to take this information and develop a clear B2B marketing strategy of your own – then support it with the best tactics to reach your goals. We can help. The Mezzanine Group delivers 30-100% more leads for clients. We grow client revenues by creating custom strategies using marketing tactics that work. Contact us today.



And if you want to learn more about putting some of these tactics into practice, read Lisa's book, ***Walking on the Moon***, a gripping fable about a company that's struggling to find its way in the new business landscape. Lisa shares 8 important lessons as well as specific tips on how to build a strategic marketing plan. [**Find the book here!**](#)

References:

1. Ziftsolutions, *How Often Should You Update or Rebuild Your Website*, 2016. <http://ziftsolutions.com/blog/2016/02/update-your-website/>
2. Marketing Land, *All Digital Growth Now Coming from Mobile Usage*, 2016. <http://marketingland.com/digital-growth-now-coming-mobile-usage-comscore-171505>
3. Huffington Post, *5 Reasons You Absolutely Must Optimize Your Website for Mobile*, 2014. http://www.huffingtonpost.com/ian-mills/5-reasons-you-absolutely-b_5122485.html
4. MarketingProfs, *Marketers' Favorite SEO Tactics and Metrics*, 2015. <http://www.marketingprofs.com/charts/2015/27941/marketers-favorite-seo-tactics-and-metrics>
5. EmailExpert, *10 Must Know Email Marketing Statistics*, 2014. <http://emailxpert.org/infographic-10-must-know-email-marketing-stats-2014/>
6. Forrester Research, *Q2 2014 Global Email Marketing Customer Reference Online Survey*, July 2014. <https://go.forrester.com/>
7. Content Marketing Institute, *2017 Benchmarks, Budgets, and Trends—North America*. http://contentmarketinginstitute.com/wp-content/uploads/2016/09/2017_B2B_Research_FINAL.pdf
8. Smart Insights, *"10 Ways to Reactivate Your Customer Base."* 2014. <http://www.smartinsights.com/customer-engagement/customer-engagement-strategy/10-ways-to-reactivate-your-customer-base/>
9. Huffington Post, *50 Important Customer Experience Stats for Business*, 2016. www.huffingtonpost.com/vala-afshar/50-important-customer-exp_b_8295772.html
10. Content Marketing Institute, *B2B Content Marketing*, 2015. http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf
11. HubSpot, *The State of Inbound*, 2016. http://www.stateofinbound.com/?_hstc=20629287.9b96fbdabb9891860babaf5de2779fe8.1461182723336.1479089393329.1479408608586.58&_hssc=20629287.3.1479408608586&_hsfp=3090435354
12. Tech Client, *Blogging Statistics*, 2015. <http://www.techclient.com/blogging-statistics/>
13. Word Press, *Stats*, 2016. <https://wordpress.com/activity/>
14. Pew Research Center, *Demographics of Key Social Networking Platforms*, 2015. <http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>
15. HubSpot, *The Ultimate List of Marketing Statistics*. <http://www.hubspot.com/marketing-statistics>
16. Bizible, *The State of Pipeline Marketing 2016*. <http://info.bizible.com/report/state-of-pipeline-marketing-2016>
17. HubSpot, *Ultimate List of Marketing Statistics*. <http://www.hubspot.com/marketing-statistics>
18. Hubspot, *31 Video Marketing Statistics to Inform Your 2017 Strategy [Infographic]*. <https://blog.hubspot.com/marketing/video-marketing-statistics#sm.000006frw4akcbctmqow466g1vjjs>
19. Invisia, *50 Must Know Stats About Video Marketing*, 2016. <http://www.invisia.com/50-must-know-stats-about-video-marketing-2016/>
20. Huffington Post, *How Video Marketing Will Change the Game for Marketers in 2016*. https://www.huffingtonpost.com/vala-afshar/how-video-marketing-will-b_8962102.html
21. Cisco, *White paper: Cisco VNI Forecast and Methodology, 2015-2020*. <http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>
22. Jeff Bullas, *9 Awesome Reasons to Use Infographics in your Content Marketing*. <http://www.jeffbullas.com/9-awesome-reasons-to-use-infographics-in-your-content-marketing/#comments>
23. Business2Community, *Infographics: Are They Still Effective*, 2015. <https://www.business2community.com/content-marketing/infographics-still-effective-01294689#i8XZHchvyEEyRAk.97>
24. Massplanner, *10 Types of Visual Content to Use in Your Content Marketing*, 2016. <http://www.massplanner.com/10-types-of-visual-content-to-use-in-your-content-marketing/>
25. Web Marketing Group, *Why Every SEO Strategy Needs Infographics*, 2014. <http://www.webmarketinggroup.co.uk/blog/why-every-seo-strategy-needs-infographics/>
26. 3M Corporation, *What Is Data Visualisation*, 2014. <http://www.cips.org.in/documents/2014/bpf-datavisualization.ppt>
27. BrightTALK, *2016 Webinar Benchmarks*. http://public.brighttalk.com/resource/core/95395/benchmarks-deck_145169.pdf
28. BrightTALK, *9 Ways to Drive Higher Webinar Attendance with Email*. http://go.brighttalk.com/rs/105-RTY-982/images/9-Ways-to-Drive-Higher-Webinar-Attendance-with-email.pdf?mkt_tok=eYjpljoiWWpGao05qVTRNVGN3TjJWbCIsInQOij4UkVDMFwvSTRxZzZtVwvUnRHZJLSWdwYXVdWtUnlPwcnZyMFBUN2FCb1I2UWFlo3ZSN9rSVdvMwVqOEI0d3Jlc3pQcnJalpWVGjT21LMVwvTTZjWXM2NTFjOVmXmURUQvd0OVRsbtLTTOjQ%3D%3D
29. Bizible marketing, *Webinar Benchmarks Report*, 2016. <https://bizibl.com/marketing/download/2016-webinar-benchmarks-report>
30. Regalix, *State of B2B Product Marketing 2015*. http://www.regalix.com/by_regalix/research/reports/state-of-b2b-product-marketing-2015/
31. Forbes, *Use Content Marketing to Boost Your Business*, 2013. <http://www.forbes.com/sites/capitalonespark/2013/01/23/tell-dont-sell-use-content-marketing-to-boost-your-business/#640dffff615c>
32. DemandGen, *2016 Content Preferences*, 2016. <https://www.demandgenreport.com/resources/research/2016-content-preferences-survey-b2b-buyers-value-content-that-offers-data-and-analysis>
33. Content Marketing Institute Survey, *B2B Content Marketing 2016 Benchmarks, Budgets and Trends North America*, 2015. http://contentmarketinginstitute.com/2015/09/b2b-content-marketing-research?utm_source=cmi.media%3Futm_medium%3Durlshortener%3Futm_name%3Dsm%3Futm_term%3D2015
34. Salesfusion, *Study Points to Pain in B2B Lead*, 2014. <https://www.salesfusion.com/press/salesfusion-sponsored-study-points-pain-b2b-lead-generation/>
35. Influitive + Heinz Marketing, *What You Should Know About B2B Referrals (But Probably Don't)*, 2015. <http://info.influitive.com/rs/879-TZW-526/images/New%20Research%20B2B%20Referrals.pdf>
36. CEIR: *The Spend Decision: How Exhibits Fit into the Overall Marketing*. <http://www.ceir.org/research>
37. Display Wizard, *Survey Finds Nearly 50% of Trade Show Exhibitors Don't Measure ROI*. <https://www.displaywizard.co.uk/exhibition-roi-survey/>
38. Exponents, *5 Trade Show Statistics That Will Surprise You*. <https://www.exponents.com/5-trade-show-statistics-that-will-surprise-you/>
39. Clutch, *Content Marketing Survey 2016*. <https://clutch.co/marketing/content#survey>
40. Forrester, *The Forrester Wave™: Lead-To-Revenue Management Platform Vendors, Q1 2014*. <https://www.forrester.com/report/The+Forrester+Wave+LeadToRevenue+Management+Platform+Vendors+Q1+2014/-/E-RES95221>
41. Regalix, *The State of B2B Marketing Automation*, 2015. <http://www.regalix.com/wp-content/uploads/2015/04/State-of-B2B-Marketing-Automation-2015.pdf>
42. Ascend2, *2017-state-of-marketing-automation*, 2017. <http://research.ascend2.com/2017-state-of-marketing-automation/>

“Everyone
you will ever meet
knows
something
you don't.”
– Bill Nye

LET'S CHAT

About Us



The Mezzanine Group works with B2B companies every day and we know which tactics are needed to match different strategies and goals. Collectively, we have experience in every type of B2B marketing tactic and strategy, the experience of helping over 250 companies, and decades of knowledge. We lead the pack in strategy because we're experts at hands-on implementation.