

15TH EDITION



2022 B2B

MARKETING MIX REPORT

Data-Driven Insights for Your Marketing Plan



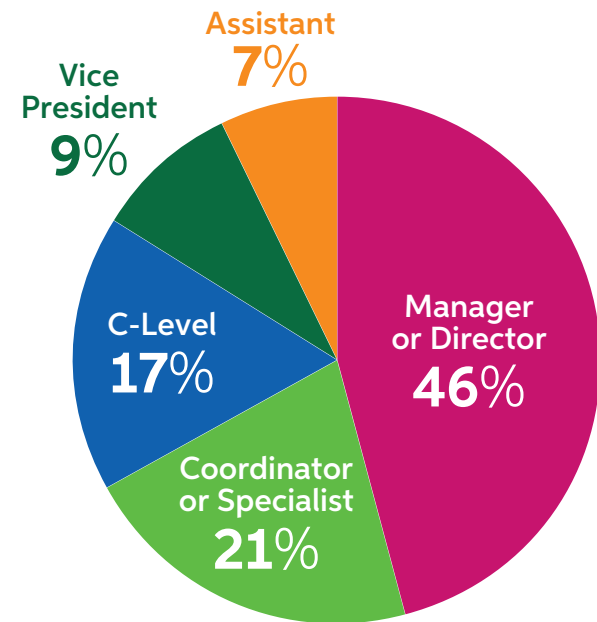
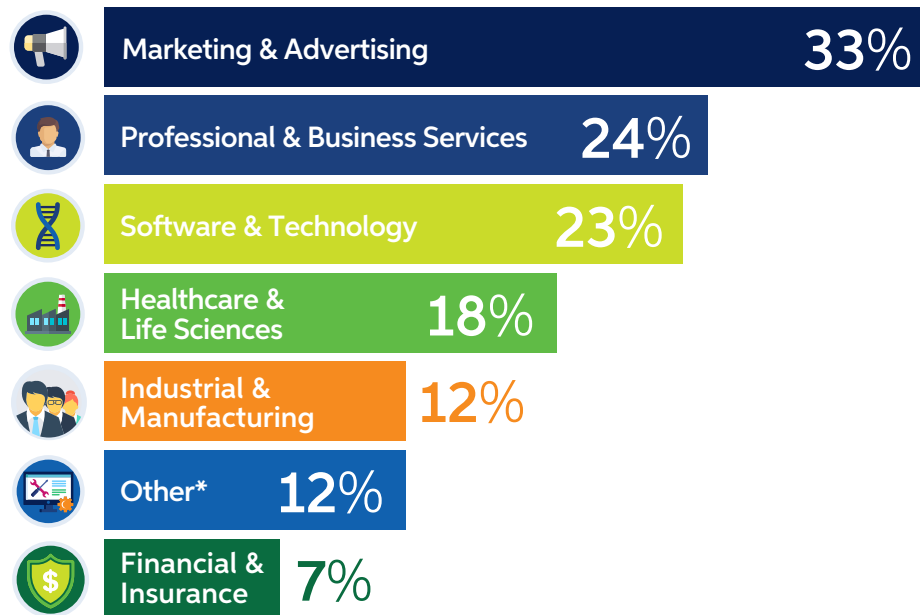
SAGEFROG MARKETING GROUP

This is the fifteenth edition of Sagefrog Marketing Group’s annual B2B Marketing Mix Report, a resource that has become a valuable year-end tool for modern B2B marketers.

The insights you’ll find in this report summarize the results of our recent B2B Marketing Mix Survey, which seeks to gather the opinions and experiences of professionals across several B2B industries, including technology, healthcare, industrial, and business services. We’ve transformed their contributions into digestible data that reveals the top marketing trends and tactics to watch in the year ahead. With information from this report in hand, marketers will be better equipped to make an informed investment as they plan new budgets and marketing programs.

We hope this year’s forecasts and findings help you approach 2022 with greater confidence in your marketing strategy.

Who We Surveyed



Respondents had the option to choose multiple industries as applicable to their field
*Transportation & Logistics, Consulting, Engineering, Automotive, Education

Steady Patterns Emerge in 2022

The majority of B2B professionals still operate using a formal marketing plan.

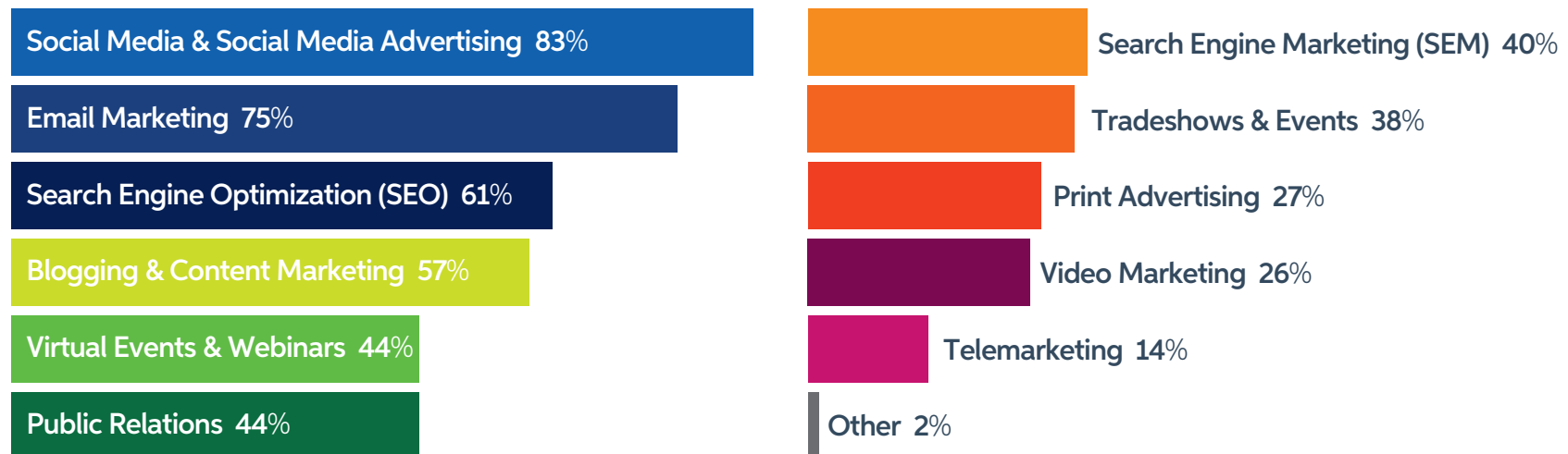


Most companies still use a balance of in-house and outsourced marketing.



The most implemented marketing tactics are very similar to last year's results.

Fewer professionals are hosting and attending tradeshow and events as the COVID-19 pandemic continues, reducing the impact of a traditionally reliable tactic for B2B marketers. But as more businesses rush to improve their online presence, digital tactics have taken center stage. Social media jumped from the second most implemented tactic to the first this year, and SEO became a little more important than blogging and content marketing for many survey respondents.

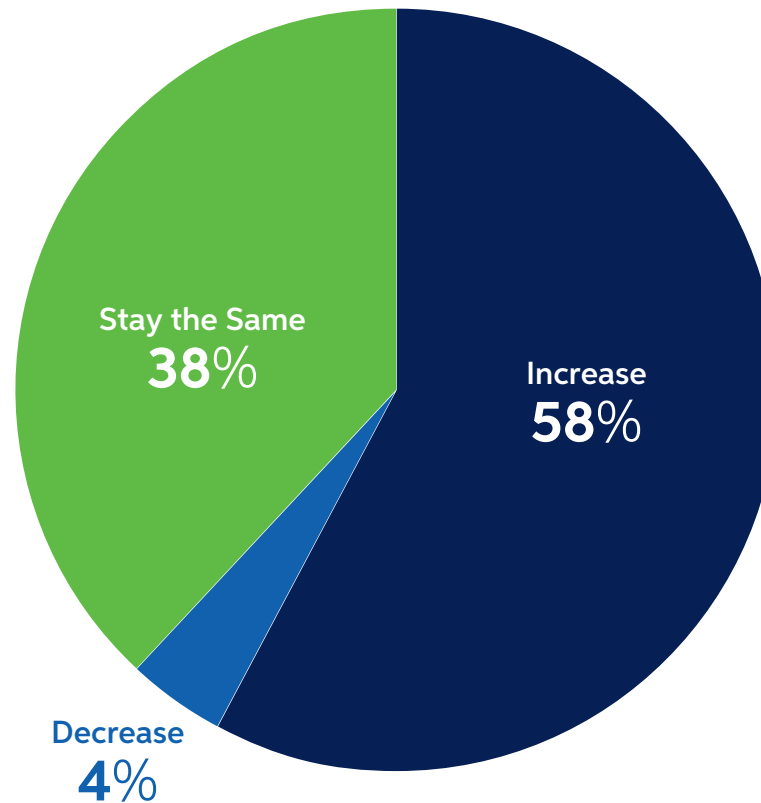


Marketing Budgets Are Growing

Marketing budgets have gone up over the last two years, and they're still on the rise. When asked how their company's marketing budget will change from 2021 to 2022, the majority of survey respondents shared that they'll be allocating more to their marketing efforts. For some organizations, this additional spend may come from an annual revenue increase or an ability to consistently meet budgeting goals in previous years.

Working with a tighter budget might mean making small SEO improvements to your website over a longer period of time or recycling high-performing content assets before creating new ones. But it's much easier to strategize and see success when marketing teams have access to all the resources they need to be productive and achieve results.

Marketing Budget Changes for 2022

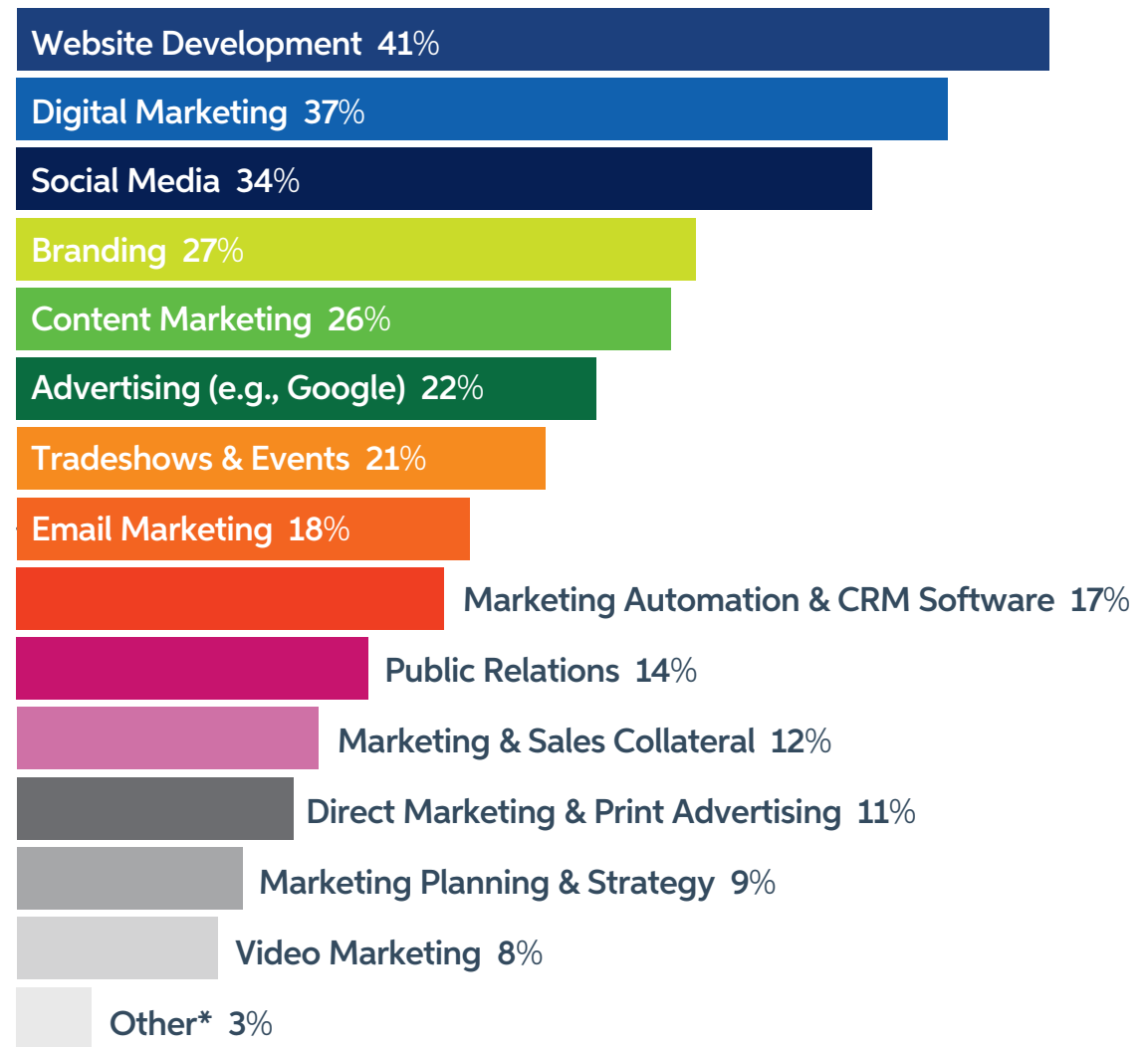


Marketers Are Spending Big on Social

Social media is climbing the ranks as a top area of marketing spend, even as website development and digital marketing continue to hold the top two spots of the modern marketing budget. More money is also going towards advertising, such as third-party spend on Google Ads, as well as tradeshows and events, email marketing, public relations, planning and strategy, and video marketing compared to past years.

Although survey respondents implemented the tactic less this year, increased spend on tradeshows and events might be explained by the shift to digitally hosted and attended activities. For larger audiences, this often requires some type of online platform that enables video streaming, networking, sponsor sales, and other complex virtual features—which can be expensive whether outsourced or homegrown.

Top Areas of Marketing Spend



*Networking Events

Top Marketing Objectives for 2022

Boosting brand awareness is now a top priority for most B2B marketers. In previous years, we saw SQL and MQL generation take the lead. But with so many businesses flocking to search engines, fighting to be seen and heard, it makes sense that more people are dedicating time and energy into building greater awareness for their products, services, and teams. This aligns with our findings for the most implemented marketing tactics and top areas of spend. If you're not taking your website and social media profiles seriously, now's the time to start.

- 1 Increasing Brand Awareness**
- 2 Increasing Sales Leads**
- 3 Increasing Website Traffic**
- 4 Converting Leads to Customers**
- 5 Producing Thought Leadership**

“Marketing is a fluid industry. Professionals are constantly searching for creative ways to market their products and services to stand out in crowded spaces, especially as more businesses invest in a strong online presence. But with new tactics come new best practices, so it's important to stay in the loop and keep track of what works and what doesn't so you can build a successful custom marketing program.”

Mark Schmukler, CEO & Co-founder at Sagefrog

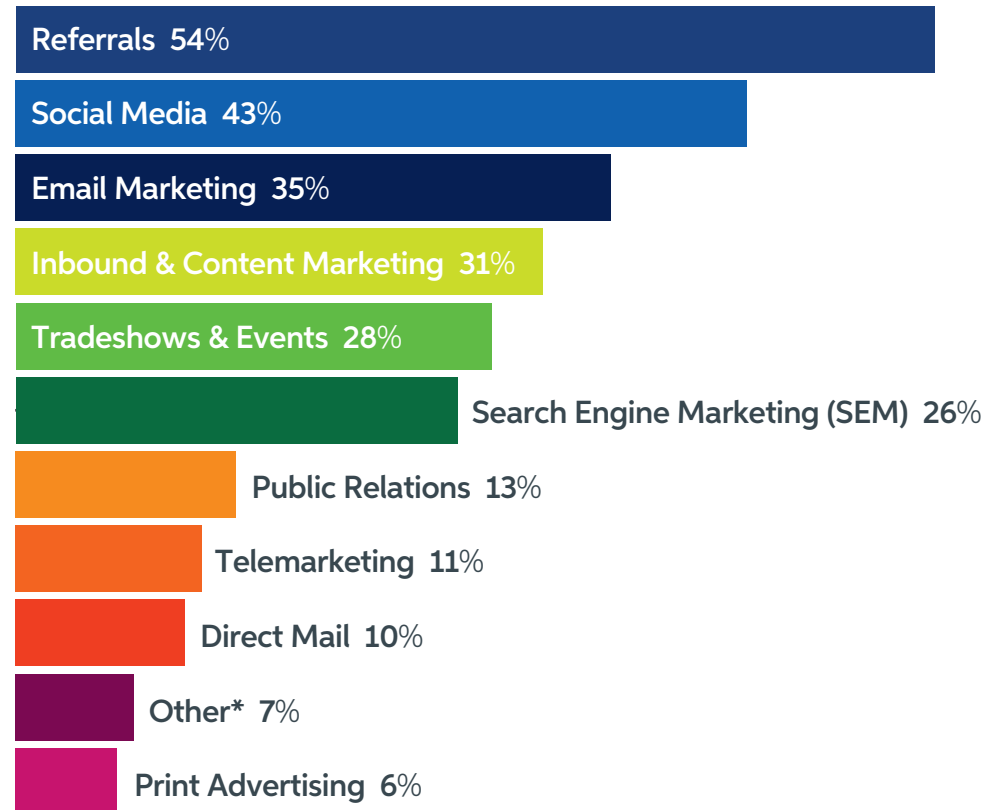


Referrals & Social Are Bringing in Leads

Coming as no surprise to B2B marketers, referrals remain the most reliable method of securing new qualified marketing and sales leads. But what's interesting is that fewer professionals find that they must rely on referrals to close deals; last year, 65% of survey respondents considered it a top source of leads, and now, only 54% do. B2B companies are getting better at promoting their offerings, attracting customers with strategic social media and search engine marketing campaigns.

Social media platforms like LinkedIn and Facebook make it easy for brands to identify, engage, and connect with ideal prospects. Through several different ad formats, marketers can reach highly targeted audiences to provide demos and consultations, share thought leadership, and showcase their work to acquire and retain new customers.

Top Sources of Sales & Marketing Leads

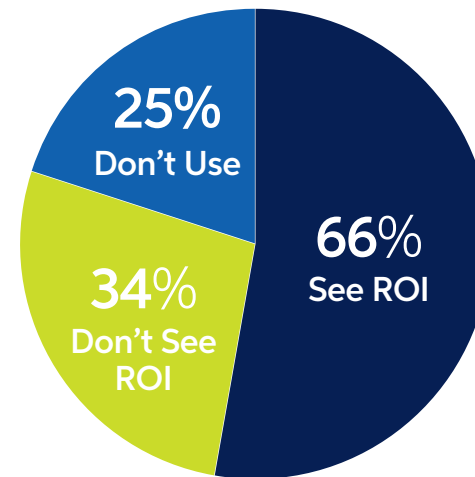


*Networking Events, Clutch Reviews, Outbound Sales

Social Media is Surging in Use

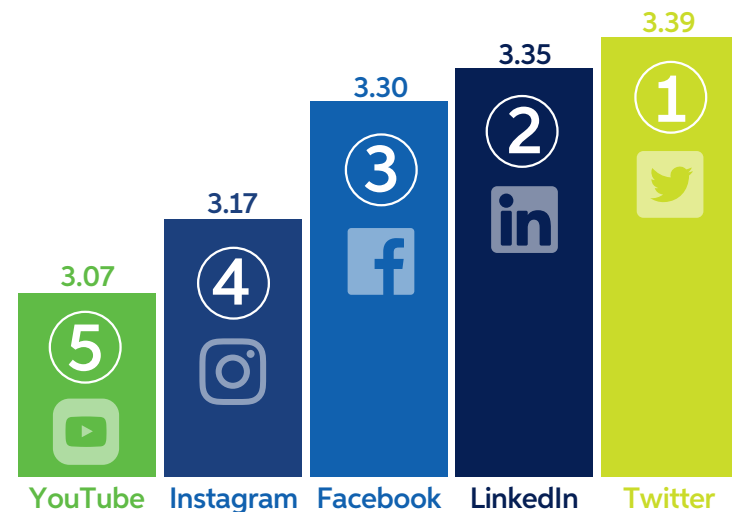
Three out of four B2B professionals use paid social media marketing.

Fewer marketers are realizing results from their paid social media efforts. Yet more professionals—75% of those surveyed—are employing this tactic to engage with prospects. In 2019, 36% of respondents stayed away from paid social, and in 2021, this statistic decreased by more than 10%. A trend we’ve observed with Google Ads in past editions of the B2B Marketing Mix Report, increased competition on social media channels makes it harder to achieve desired outcomes. Although it may be challenging to navigate crowded advertising spaces, this tactic is one that businesses can no longer afford to ignore.



Most social media engagement occurs on Twitter.

Twitter might be making a comeback in 2022 for B2B, as surveyed professionals report the highest engagement from users taking place on this platform over LinkedIn. Companies are leveraging Twitter to aid in brand awareness and reputation management, and its post style can build an approachable brand personality and tone of voice. It's a multifunctional outlet, serving as a space for sparking conversation, supporting customers, sharing news and updates, and doling out nuggets of thought leadership.

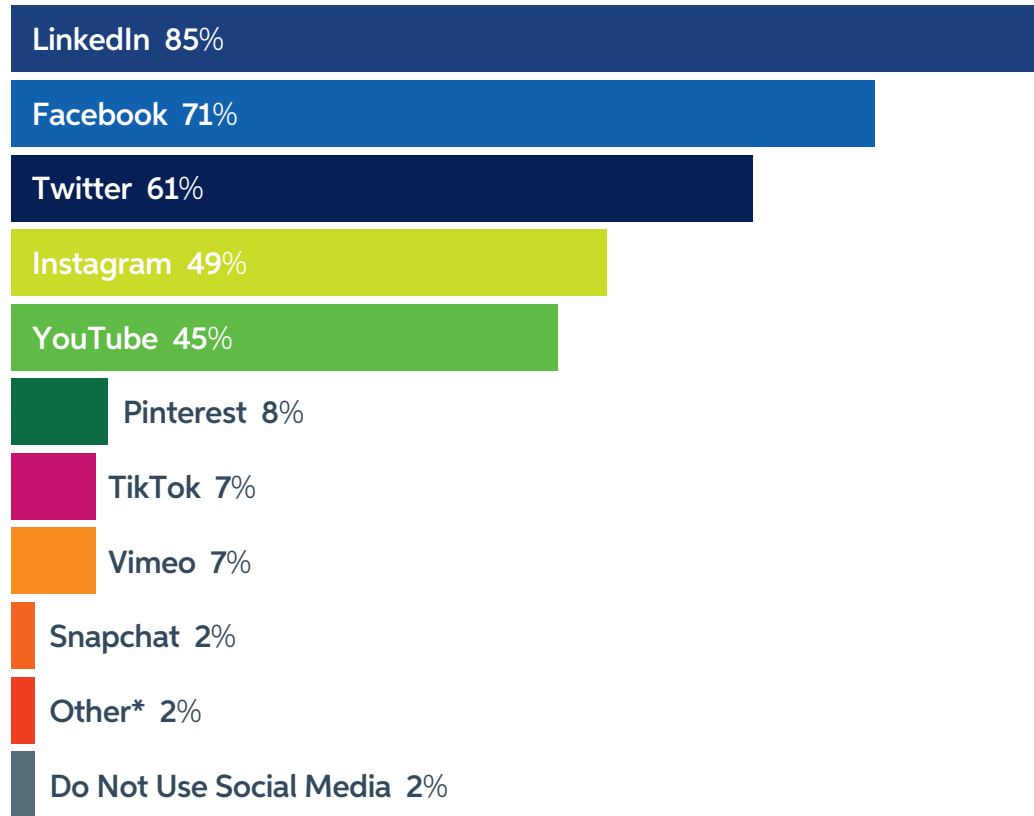


Most Marketers Still Use & Trust LinkedIn

LinkedIn is still the go-to social media platform for the B2B industry, ideal not only for professional networking but also for strategic marketing that can take account-based campaigns farther when done right. Many people place their trust in LinkedIn, considering it a safe and secure social outlet to pursue connections with both peers and prospects.

But other social media channels are gaining traction. Since the start of the pandemic, TikTok has risen in popularity among everyday users and businesses. For teams that produce large amounts of thought leadership content or rely on B2C engagement to support their B2B sales, platforms like TikTok may be worthwhile to explore.

Most Used Social Media Channels



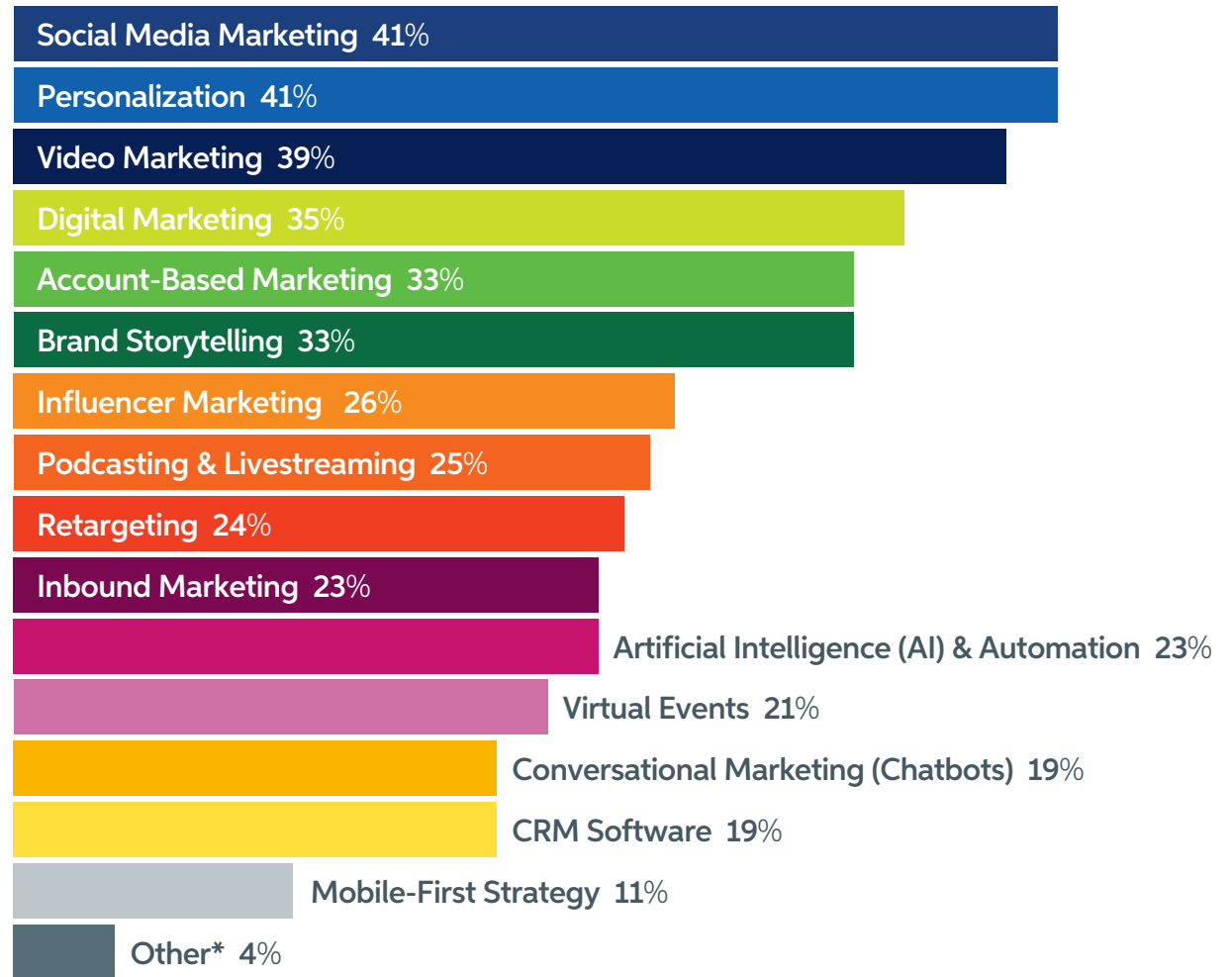
*WeChat

Out With The Old & In With The New

Social media is certainly making a statement in this year's report. It tops the list of marketing and sales strategies that interest B2B professionals the most as they look to ahead to 2022. Up nearly 10% from last year, personalization ties with social media, and video marketing follows close behind.

It seems that 2021's push for greater personalization in tactics like email, inbound, and account-based marketing is encouraging more teams to adopt new best practices and empathetic approaches. Marketers also aim to invest more in digital marketing and experiment with brand storytelling, perhaps for the first time.

New Marketing & Sales Strategies for 2022



*Referral Marketing

HubSpot Dominates the Automation Game

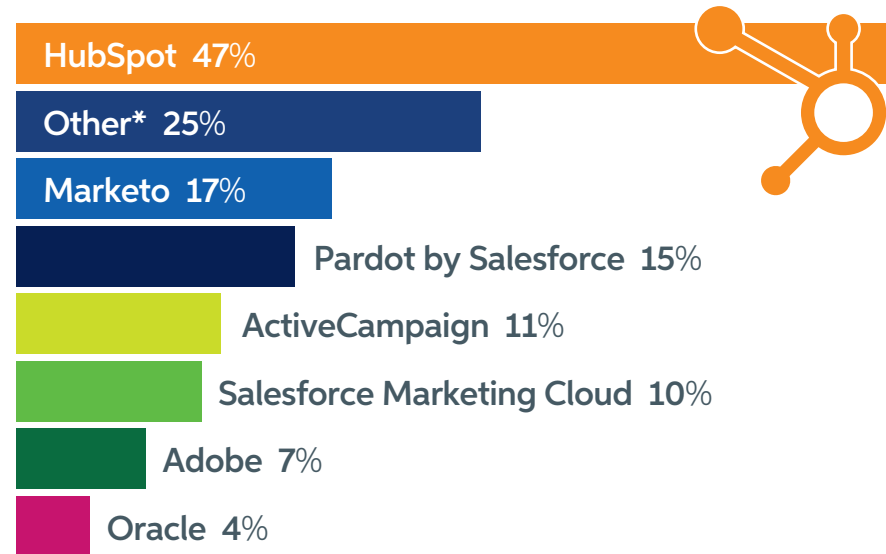
More than half of those surveyed plan and execute everyday business operations through marketing automation software. HubSpot remains the marketing automation platform of choice for survey respondents, increasing 7% from last year's results. The tool brings valuable new features with every update, offering something for everyone, whether they work in marketing, sales, business development, or account management.

Companies can make the most of their software with a HubSpot Agency Partner, who can fill in any knowledge gaps, centralize all marketing functions, and optimize results with their marketing expertise and specific industry experience.

Most B2B professionals use some type of marketing automation software.



Most Popular Marketing Automation Platforms



*ActOn, MailChimp, SharpSpring, Leadfeeder

Top Takeaways from This Year's Report

- » Prioritize paid and organic social media in your marketing program
- » Make the most of LinkedIn for targeted lead engagement
- » Focus on building better brand awareness across channels
- » Experiment with personalized marketing communications
- » Increase your marketing budget for more opportunities

Use This Report to Your Advantage

As the COVID-19 pandemic continues, B2B marketers are becoming increasingly nimble and optimistic, finding new ways to engage with leads and leaning on web-based tactics to keep up with consumers who expect digital-first brand experiences. To turn this report into a useful action item for your next team meeting, compare its data to insights from other top marketing voices to determine what strategies will help you navigate your industry in 2022.

Is your marketing budget big enough to accomplish all of your objectives in the year ahead? What marketing tactics, channels, and tools intrigue you the most? Take some time to gather your thoughts, then get ready to step into a new year. We hope it's your most successful one yet.



About Sagefrog Marketing Group

Sagefrog Marketing Group is a top-ranked B2B marketing agency specializing in healthcare, technology, industrial, and business services. With offices in Doylestown, Princeton, Lehigh Valley, and Philadelphia, Sagefrog is dedicated to accelerating client success through brand building and integrated marketing. Sagefrog provides branding and strategy, website and digital marketing, content and inbound marketing, and traditional marketing services through its proven JumpStart™ process.

Contact us to put the insights from this report into action for your company.

[sagefrog.com](https://www.sagefrog.com) • (215) 230-9024 • info@sagefrog.com