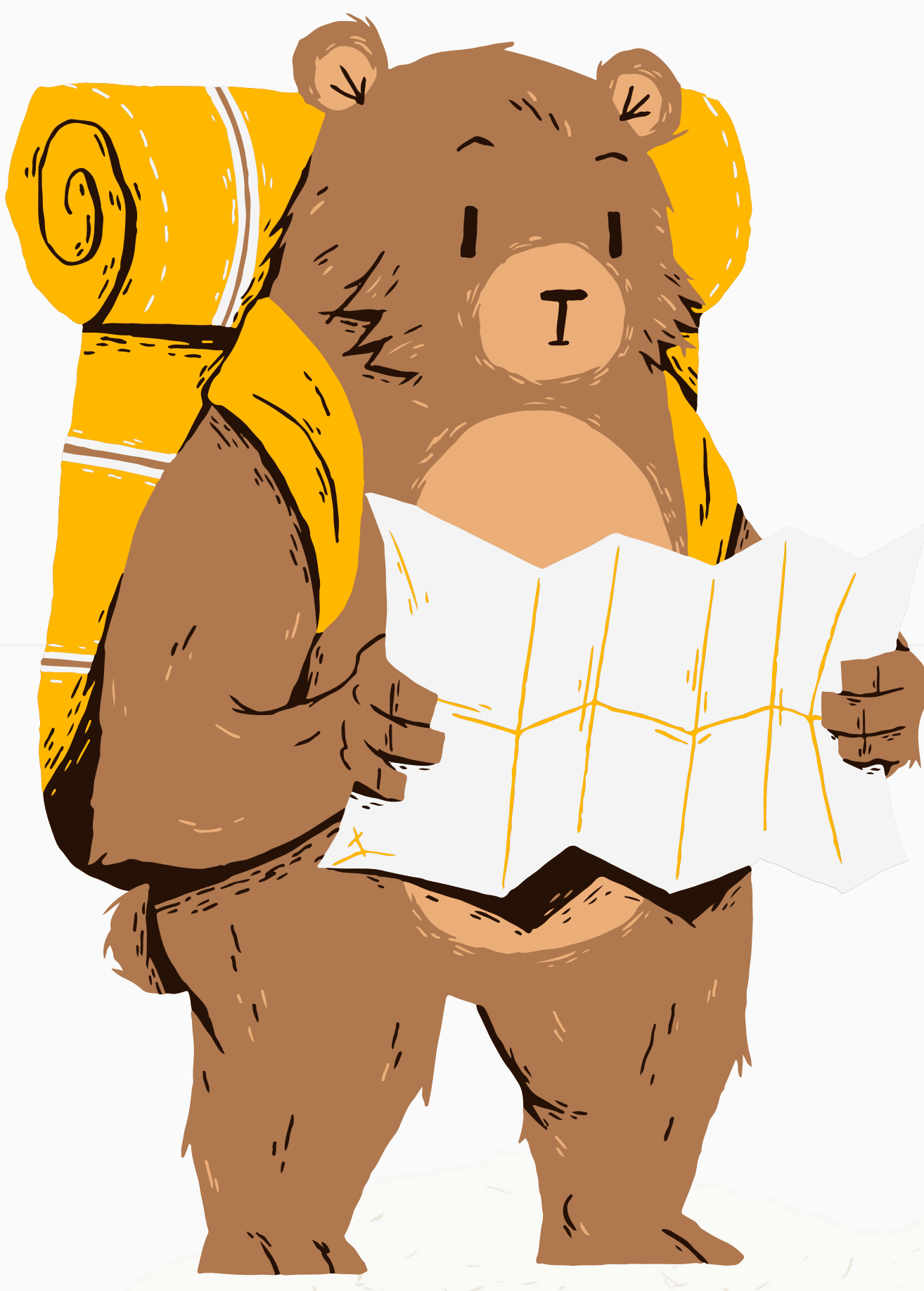


5

B2B Marketing Secrets

That Every Marketer Needs To Know!



CURATE A BLOG OR ONLINE PUBLICATION

80%

of the 50-fastest growing B2B businesses maintain an online publication or blog. This drives qualified traffic to your website and converts more leads.

#CurateToBeGreat

Source: Mattermark and Drift

DEPLOYING LIVE CHAT FOR WEB INTERACTIONS

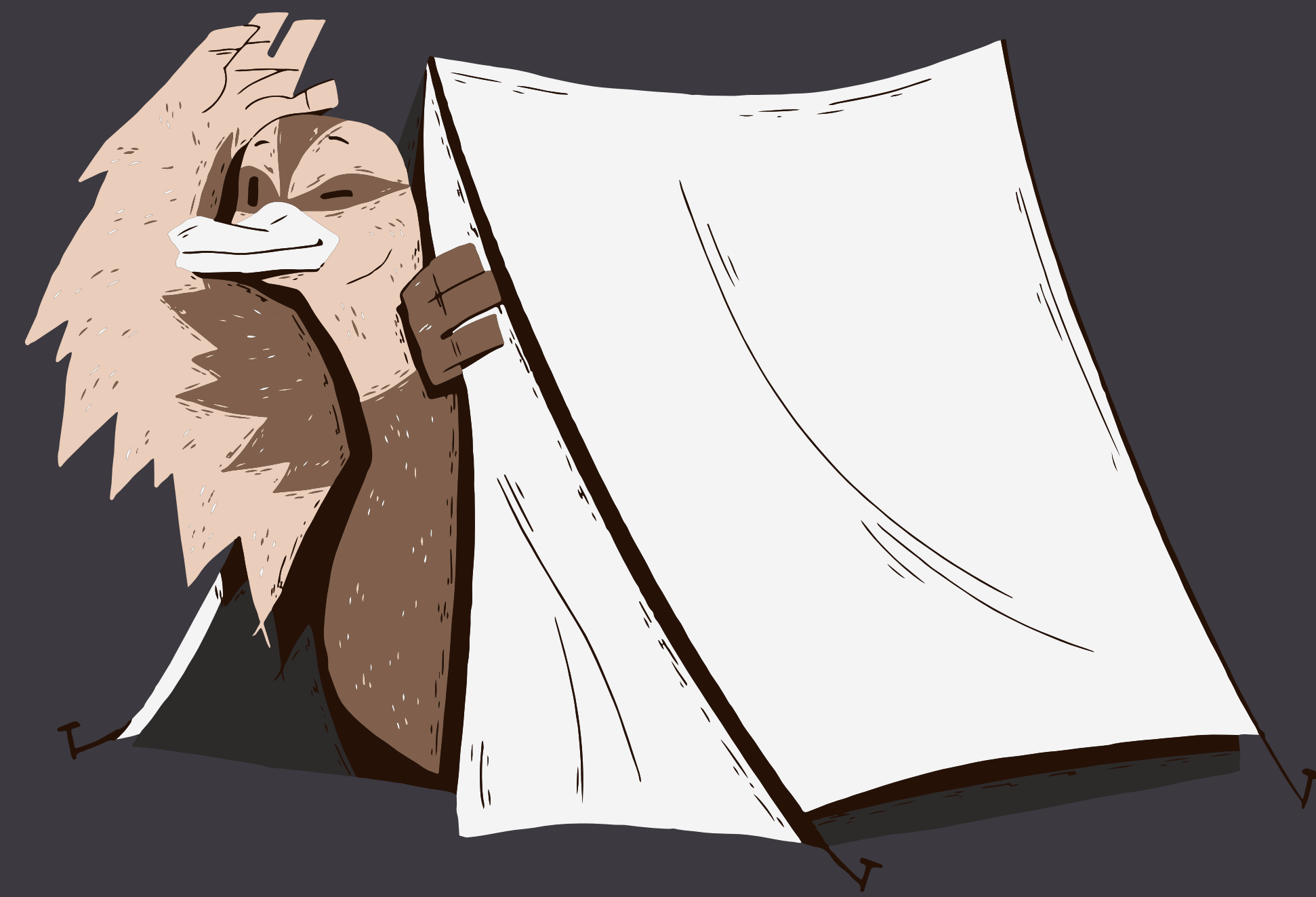
22%

of the fastest-growing B2B firms deploy live chat widgets on their website.

Live chat enables seamless 1:1 messaging, which improves communication and outreach.

#WhyWontYouLiveChat

Source: Mattermark and Drift



USING DATA IN MARKETING STRATEGIES

50%

more likelihood of achieving above-average growth rates than competitors was seen through the use of data analytics. It enables faster decision-making and creates a detailed portrait of consumers.

#DontLeaveOutData

Source: Bain And Company



MAKING USE OF CALL-TO-ACTION BUTTONS

62%

of the marketers at the 50-fastest growing B2B business use a featured CTA to direct web visitors

to their website. Call-To-Actions such as "Sign Up!" or "Get Started!" improves the conversion rate of campaigns.

#ActOnCallToAction

Source: Mattermark and Drift



INVEST IN DEVELOPING TALENT IN-HOUSE

50%

of the fastest-growing B2B firms own their creative activities and hire in-house experts for it. Investing in talent development for marketers can give you an advantage over competitors.

#DevelopDontOutsource

Source: Bain And Company



Flexisales

Business Is Calling....