

B2B Marketing.

What every marketer should be prepared to focus on in 2024.

*Meet Your New
Assistant!*

AI

Ditch the Boring Content

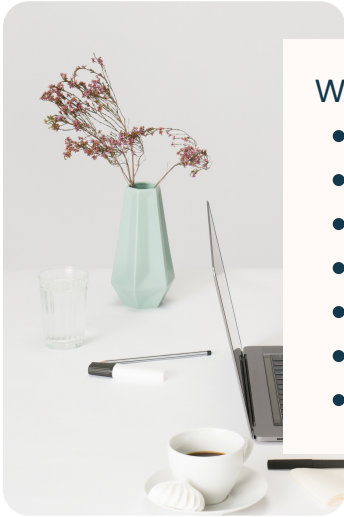
*Vow to connect with your B2B
Audience in 2024*

Be Different!

*This is the time to
differentiate from the rest*

A Cookieless 2024

*How to connect the dots
in a cookieless world*



What we'll chat about:

- **AI** (Chat and Integrated tools), what to focus on.
- Creators and leaders are **the talent**.
- B2B Brands that **speak to emotions**.
- B2B **Differentiation**, what that looks like.
- **Teamwork** makes the dream work.
- B2B **Content** that is trustworthy, not boring.
- A **Cookieless world**, for real this time.

Most of the marketing predictions you've read are probably as generic as the ones I've seen.

Generic checklists of things we all have on our radar that can hardly pass as predictions and don't help me take the next steps.

I made it a point to dig into data, survey results and insights by marketers, providing a deeper dive into this past year and what B2B Marketers say they will focus on in the coming year.

So you get takeaways. I actually decided to pull out the skills and ideas that every marketer should focus on based on the patterns I see in predictions and data I've been reading.

Most I choose because they're great skills and topics to help you approach marketing for B2B businesses in 2024.

You will either get asked about these things or have to execute on them.

*First, to each their own - **AI**.
It's one of the most
exciting/terrifying pieces of
the future of marketing.*

My take:

AI will create new jobs, and yes, it will eliminate some jobs, but my takeaway is that AI will allow marketers to focus on the best parts of marketing, limit redundant tasks and help free up time for the fun.

Allowing us all to uplevel and reduce some of the daily chaos.

AI + becoming the knowledgeable marketer.

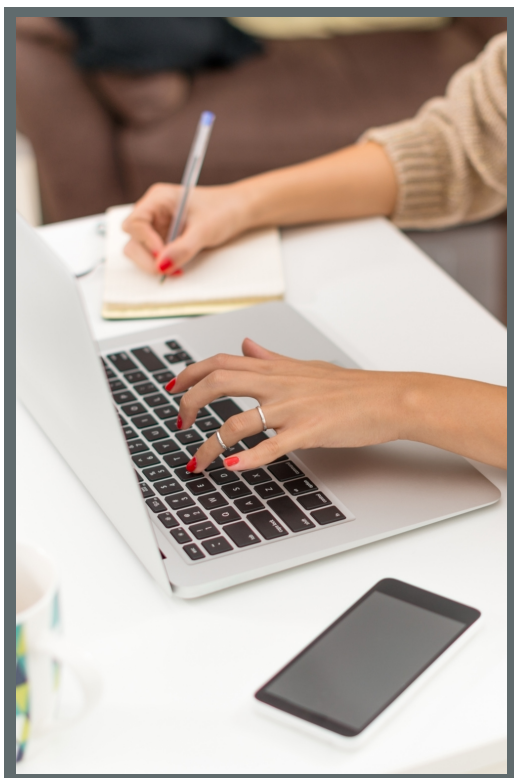
Learn to become a master prompter – I don't just mean only "prompt writing," but I'm talking about using it to help you edit for tone and voice, format, and character or word count. Fill informational gaps and analyze data.

Act as though you are giving a task to a brilliant assistant who knows nothing about you, your business or your project.

Then, prompt Chat in detail.

One thing I've started asking of ChatGPT is for it to analyze my website and social media data and give me insights into what it sees in the data. AI is better at identifying patterns than I am and often it just helps me fine-tune my insights.

You can upload Excel docs or copy and paste the text. From data analysis, project management, creation, SEO Analysis, keyword research and competitor research, ChatGPT can do some of the mundane parts of what you regularly do.



Processing data is another great way to leverage AI.

Custom GPTs are new and available to us all. This is important for us marketers to keep an eye on. Understand it enough so that you can either execute it or tap into a trusted expert who can.

Non-Chat AI – learn how to use the AI features in the MarTech you use. Your CRM, Canva, Email Marketing software (Constant Contact, ActiveCampaign, MailChimp), Microsoft CoPilot and anything else in your tech stack with integrated AI options.

Software developers are releasing so many AI features to help reduce your time and get things done faster. And you might end up as the go-to expert for all things AI tech – an invaluable asset, if you keep up with AI tech.

Creators and Leaders as **TALENT**.

There has been a lot of chatter about getting leaders involved in content.

Don't give up on this; it's the thing that is so hard, but the one thing that will make the biggest difference in a company's marketing.

Think in-house influencers—leaders who are designated to create public-facing content.

Builds a company's reputation, credibility and **AUTHENTICITY** by helping its leaders build personal brands.

Leverage them as subject matter experts who can share insights and information directly with the customers to build public confidence in the company.



B2B Brands that **speak to emotions**.

B2B brands must begin to speak to their buyer's emotions before a buyer is "in-market."

Brand = attractor of ideal customers.

Content = modality of making people aware of desirable goals and burning problems.

Product = the bridge between their goals and problems.

People don't make their decision to buy from you just when they need your solution. It's made long before they are in-market.

The decision is made in the touchpoints leading up to realizing their problem, then recalling what they've seen and who has been front and center on this topic – person or brand.

Speak to your audience before they need you. Be the resource, the guide, the people with answers.

B2B Differentiation & what that looks like.

What does this look like for B2B companies in 2024?

Often, many B2Bs simply haven't taken the time or energy to get it right. But the best part is that they probably have the answers. It starts with your audience and emotions.

B2Bs aren't marketing to a faceless company. They are marketing to people IN companies.

People understand stories. They feel and react to pain and solutions, even in their career.

Think of Coca-Cola's approach:

They don't describe the color of their soda, taste or the can; they sell moments of joy and togetherness.

How does Coca-Cola make people feel?

Draw inspiration from successful B2C campaigns.

Adapt their strategies. Many B2Bs overlook this emotional angle, so there's a significant opportunity to set your company apart to tap into your audience's emotions.

Make the argument for them that they can take back to their team.

Teamwork makes the Dream Work

This is the year to FINALLY get the marketing and sales teams to talk and co-create.

Many B2Bs I work with have siloed marketing and sales.

We all giggle and make funny memes about how marketing and sales feel about one another, but bridging the content gap will take a collaborative effort.

Marketing needs to know the gap, and sales has that answer.

Sales need to know what resources they can use, and marketing has that answer.

So why aren't we collaborating?

It's not only marketing and sales – the customer service team needs to be in the room too.

What do customers need before they get to sales? What are they missing post-sales? What content can you create to fill that gap?

Marketing, sales and customer service must **deeply align from start to finish.**

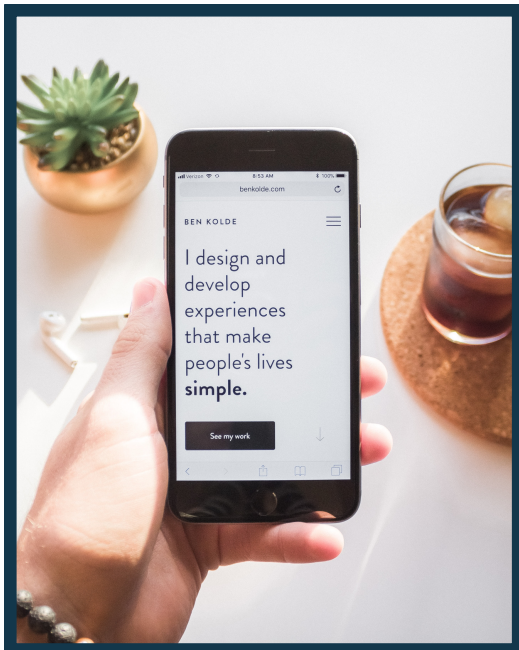
*B2B **Content** that is trustworthy, not boring.*

Second to AI, **Content** is my next favorite.

But also where B2Bs need to do some overhaul.

The **Trust in Marketing Index** shows an abysmally low trust score for B2B content. Indicating a gap in effective communication.

Leveraging leadership in content creation can bridge this gap. With 75% of B2B buyers prefer **buying without a salesperson**, and as younger generations become decision-makers, providing self-service options is essential.



Create a customer journey that allows for this, and ensure your sales team is ready to close deals with well-informed buyers.

Develop a comprehensive content framework that includes strategy, internal influencers and easily accessible content for both customers and sales teams.

Focus on educating buyers, nurturing audiences not currently in-market and supporting existing customers with **content centered around expert themes**, not just general information.

Also, prioritize transparent pricing.

It's challenging but necessary to meet buyer expectations. Consider clear pricing structures, such as **using "starting at" pricing** or **bundled services**, and present them in an easily understandable format on your website.

Use visual examples from other successful businesses to persuade your team of the effectiveness of this approach.

The goal is to make it frictionless for your audience.

A *Cookieless* world, for real this time.

Wow, that sounds depressing, but thankfully I'm not talking about the chocolate chip kind.

Google's decision to **ditch cookies by 2024** means marketers need to shift focus.

Relying more on first-party data is crucial.

If you haven't already, start building and growing a CRM and email list for your B2B clients. With cookie changes and the unpredictability of social media algorithms, it's more important than ever to **leverage owned platforms like blogs, websites, and email channels**.

Encourage subscriptions and follows, through **interactive content** like surveys, polls, calculators and high-quality resources. Focus on creating **exclusive content** and **experiences**, loyalty programs and referral incentives to grow a dedicated subscriber base, not just opt-ins.

As we adapt to the post-cookie era, **prioritize first-party data** and create exclusive, engaging experiences for your audience.

The labyrinth of B2B marketing predictions and trends in 2024 is a trip. But you're a marketer, and you know the drill. Pick the things you are interested in and what you are starting to see creep into your daily conversations.

So what are the big takeaways for 2024?

- Fully embrace AI like it's your best marketing buddy.
- Help your B2Bs leverage the talent lurking in their workforce.
- Start speaking to emotions in messaging and copy.
- Pitch ideas that include personality take some risks.
- Start building a case for transparency even about pricing.
- Start collecting first-party data as much as you can.

Got thoughts, questions or predictions? Email them to me!

Connect@SmartMarketingSquad.com

Let's keep the conversation going — after all, the best ideas often come from chatting with fellow marketing enthusiasts like you.

Cheers to making waves in the marketing world in 2024! 🍷🍷

Work With SMS!

Whenever you're ready, here are 2 ways I can help you:

1. Check out the **B2B Content Creation System** for small team marketers. This is the content ecosystem I have developed and used over the past decade. As the digital landscape shifts, so does this system—keeping you ahead in content mastery and digital marketing success.
2. **1:1 Strategy Session** to get you unstuck. Whether you need help with the campaign or tech strategy, help with set up or help with marketing team workflow – pick a time to work through it with me.

Amanda Long
SmartMarketingSquad.com



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