



It's time for our annual round-up of the trends we have seen in b2b marketing – both in general and with our clients. This year's list is not only a look back but a look forward with many of these items continuing to play an important role in business marketing plans.

1. Recession marketing.

The tightened economy has changed the conversation from managing rapid growth to cost and labor cutting messages.

2. No more accidental referrals.

The economy has many businesses seeing fewer referrals and recognizing that in order to keep this important lead source, they need a plan to engage and stay top-of-mind.

3. Content.

Social networking is driving the need for more and more content – from articles to whitepapers. A company without a solid library loses credibility with prospects.

4. Move toward digital tactics - the good

Sharing your expertise via blogs and social networking tools like LinkedIn.



5. Move toward digital tactics - the bad

The perception that digital means free or cheap leads to weak programs and poor results.

6. Nurture, Nurture, Nurture.

Recognition that over the long term b2b marketing is about building relationships so you are there when the prospect is ready to buy, taking the "lucky" out of b2b marketing.

7. Back to Basics – Segmentation.

The right message to the right audience at the right time means a higher response rate, less waste and a higher ROI.

8. More Marketing.

An increase in recognition that marketing is essential to the health of a business pipeline. Those who keep marketing in 2010 will be here for 2011 and beyond.



9. Cutting through the Clutter.

With all of the content out there, how does yours stand out? Companies invest more in higher quality creative touches.

10. What did we miss?

Seeing a trend in b2b marketing that we missed? Want to know more? Let us know what you're seeing and we'll pick the best and write about them in future Nurture Notes.

One more “best practice” to consider and it’s a brand new product that we just launched!

Marketing Speak does not do it when we talk about e-Mail communication. People want to be spoken to as people and they will only listen when you have something to say of interest to them. Success in an e-Mail campaign is measured by your ability to engage a person in a conversation. Good conversations are rarely one-sided and never one occurrence. Learn what’s important to each of your prospects, and educate them as to why you are the perfect person to solve their business problems. The e-Mail Assistant, the Nurture Institute’s newest product, is designed to deliver personal conversations through e-Mail and to measure your growing relationship with each personal e-mail communication.

[Click here to learn more about the e-Mail Assistant.](#)

For more information or if you have any questions, contact [Eric Rabinowitz](#).

The Nurture Institute is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects. Visit us today for more information on how Nurture can build your pipeline.