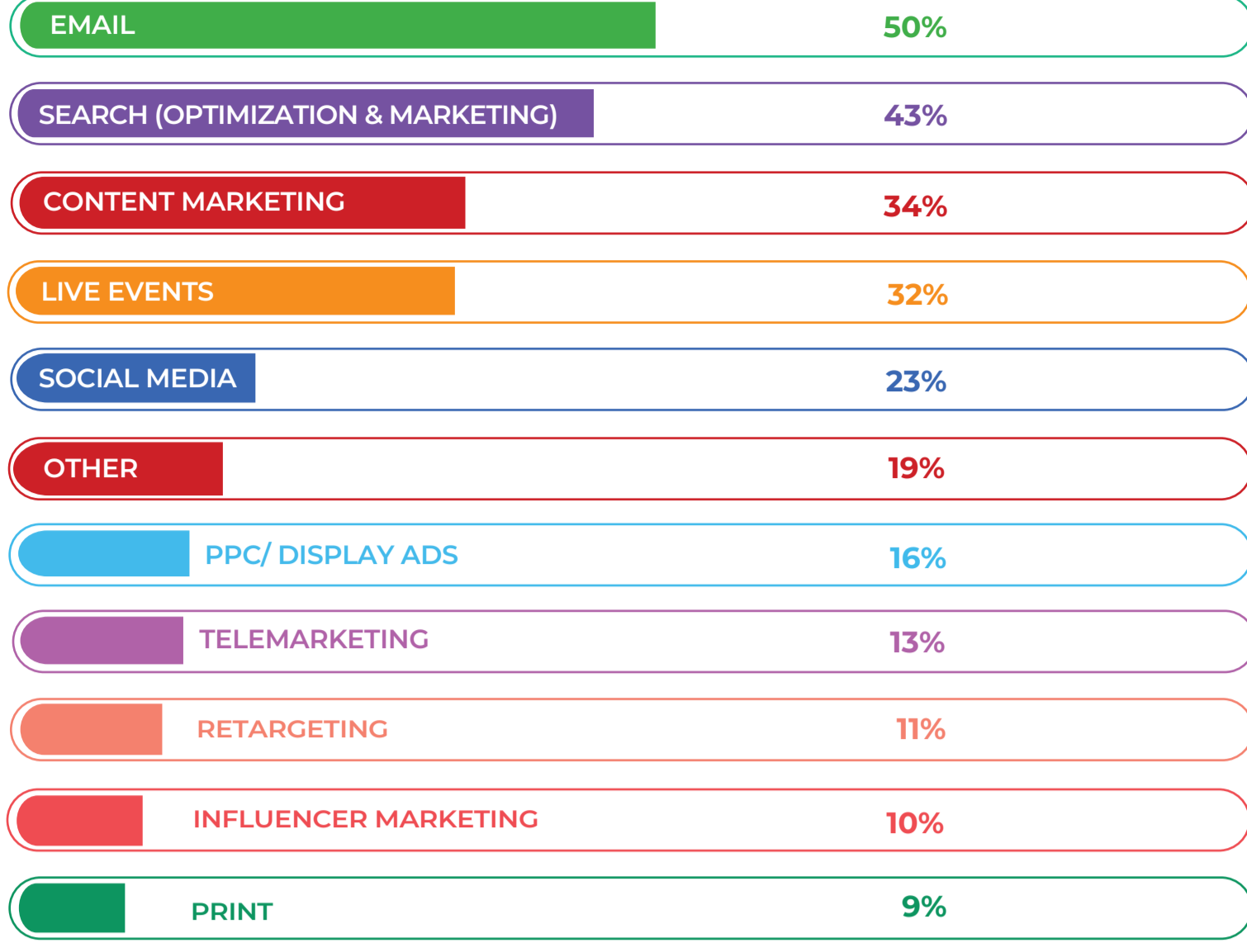


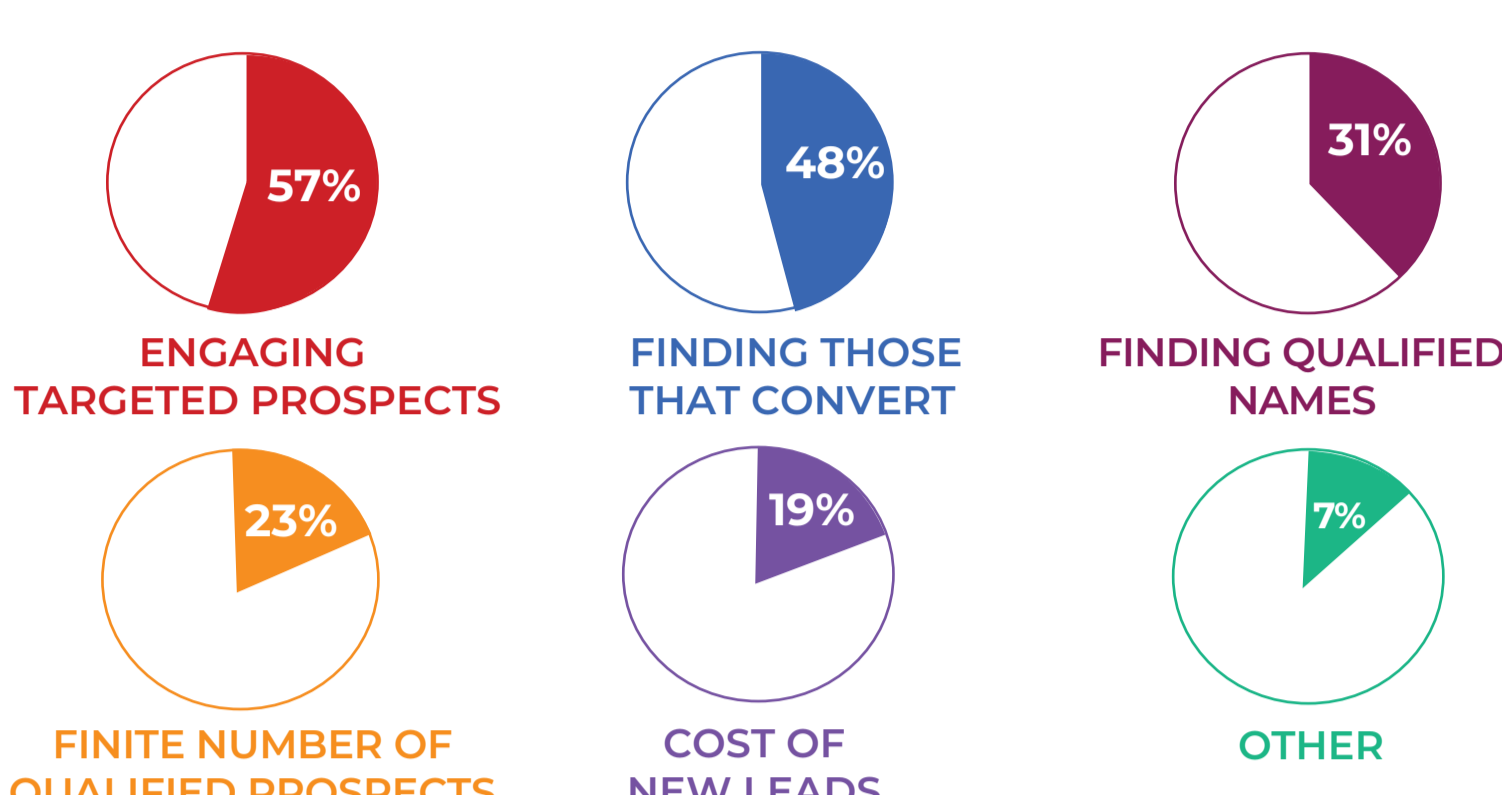
FIVE INSIGHTS FROM THE 2020 CHIEF MARKETER B2B MARKETING OUTLOOK SURVEY

1. IN TERMS OF CHANNELS, B2B MARKETERS ARE USING EMAIL, SEARCH AND CONTENT MARKETING TO FIND LEADS WITH THE HIGHEST ROI.

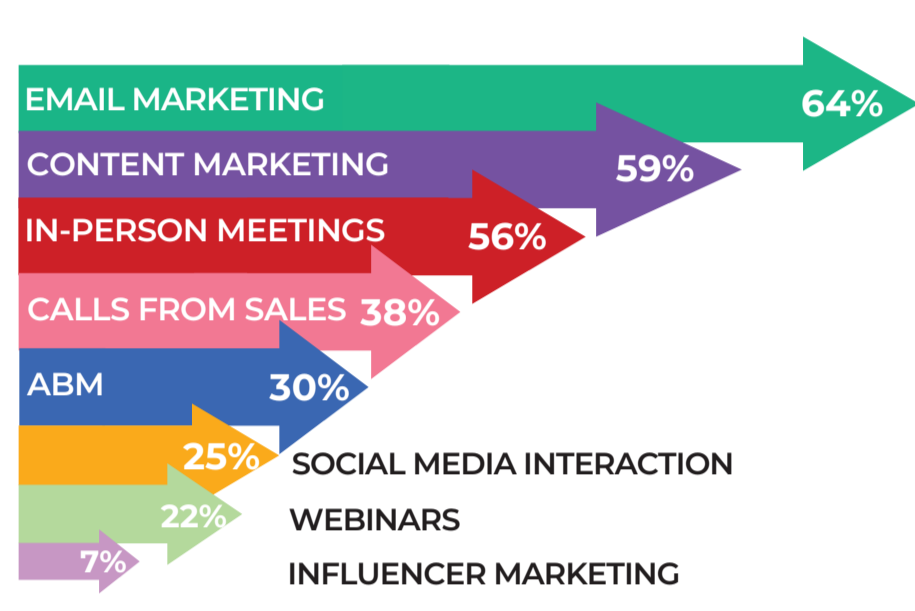
CHANNELS THAT PRODUCE B2B LEADS WITH HIGHEST ROI (TOP 3):



BIGGEST CHALLENGE TO GENERATING NEW LEADS (ALL THAT APPLY):



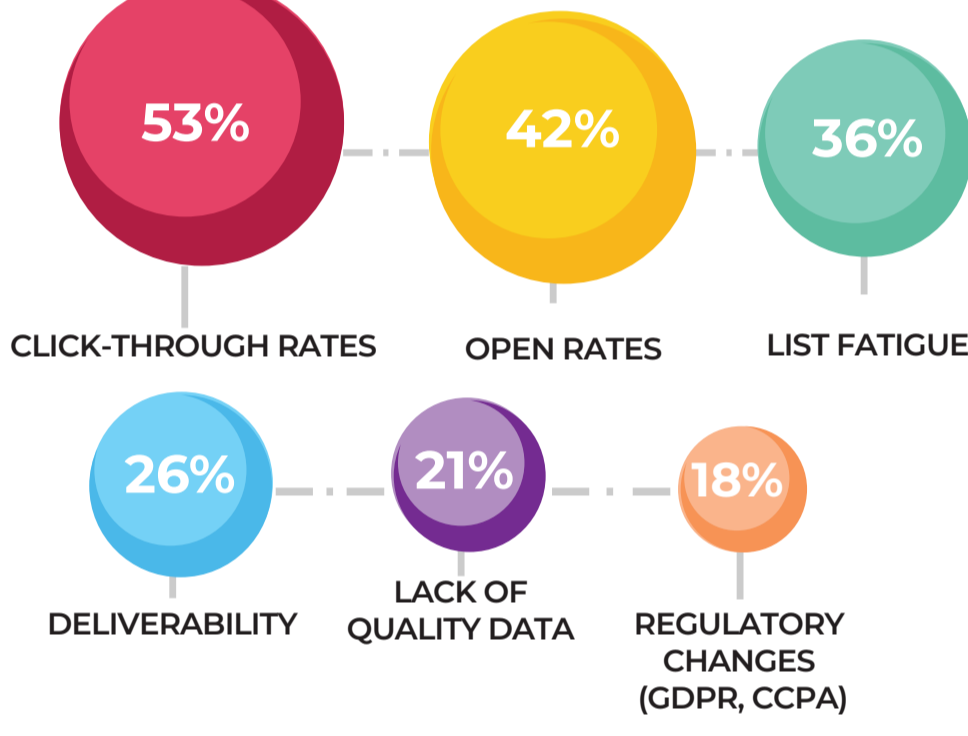
TECHNIQUES MOST VALUABLE FOR LEAD NURTURING (TOP 3):



—Source: 2020 Chief Marketer B2B Outlook

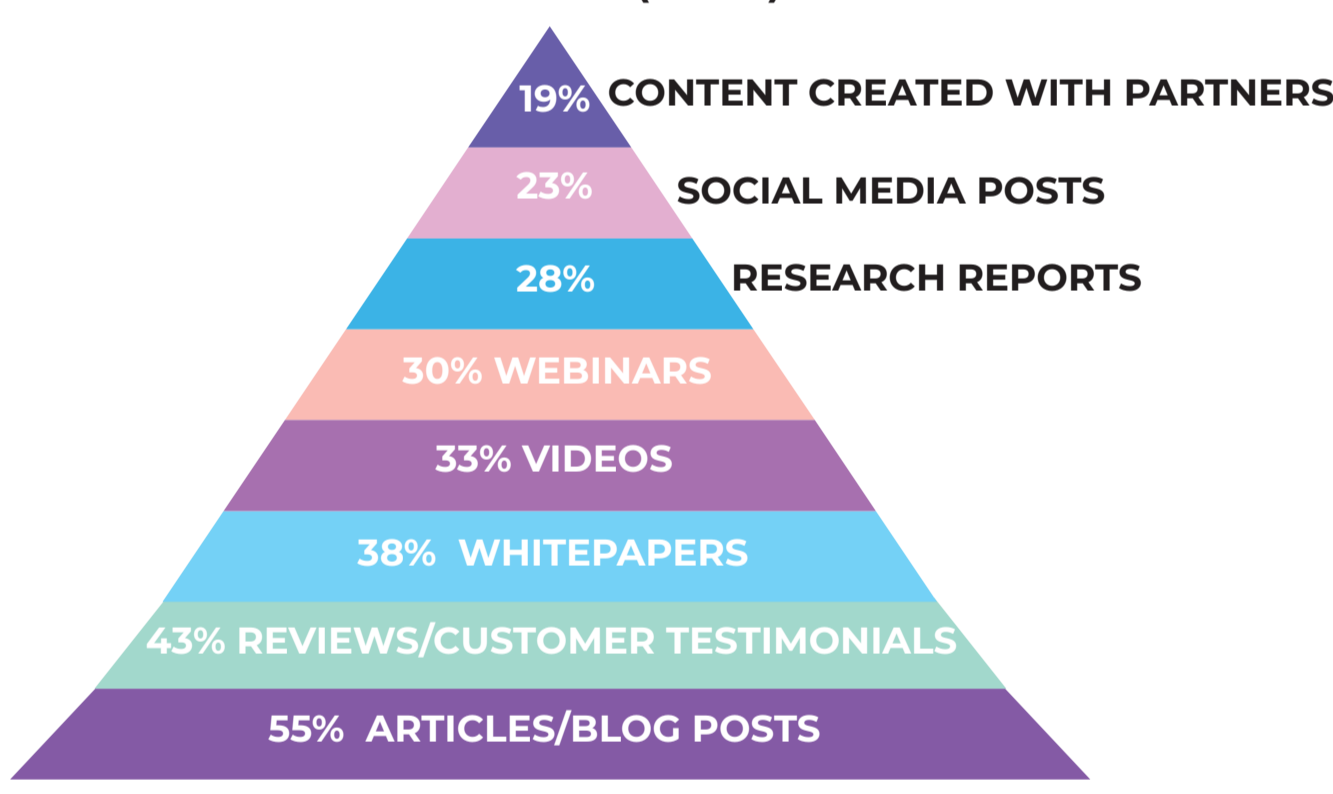
2. WHILE EMAIL REMAINS A TOP CHANNEL FOR B2B MARKETERS, CHALLENGES, SUCH AS CLICK-THROUGH RATES, REMAIN.

BIGGEST CHALLENGES TO EFFECTIVE EMAIL MARKETING (TOP 3):



3. B2B MARKETERS RELY ON ARTICLES AND BLOG POSTS, REVIEWS AND CUSTOMER TESTIMONIALS, AND WHITEPAPERS TO MOVE PROSPECTS THROUGH THE SALES FUNNEL.

TYPE OF CONTENT MOST EFFECTIVE FOR MOVING PROSPECTS THROUGH FUNNEL (TOP 3):



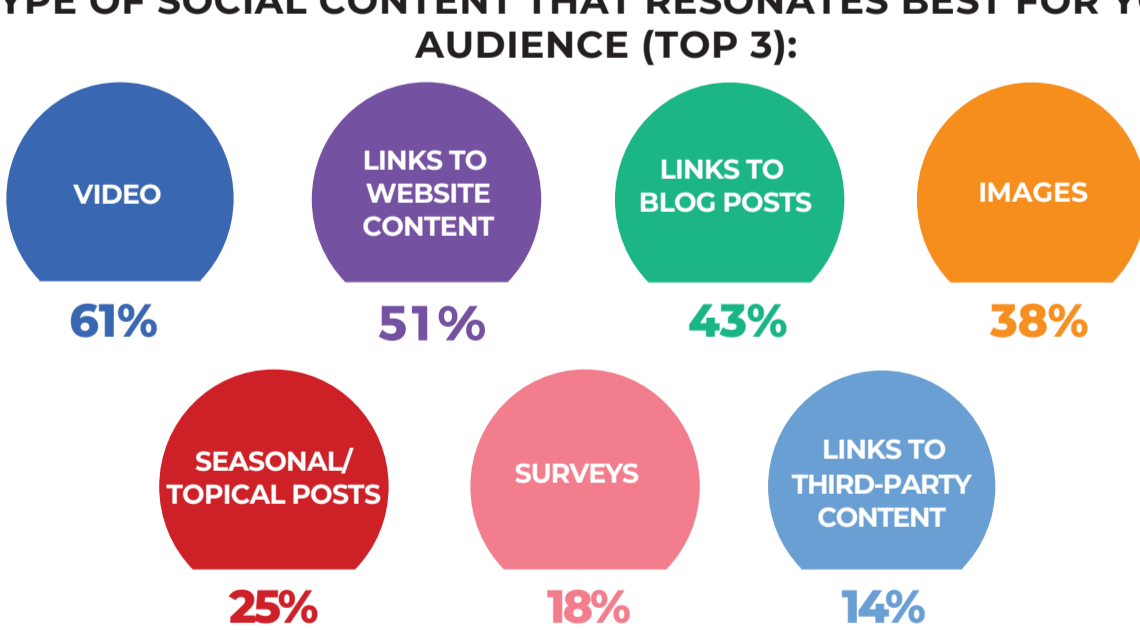
—Source: 2020 Chief Marketer B2B Outlook

4. SOCIAL MEDIA MARKETING AS A LEAD GENERATION CHANNEL IS INCREASING, WITH LINKEDIN LEADING THE PACK.

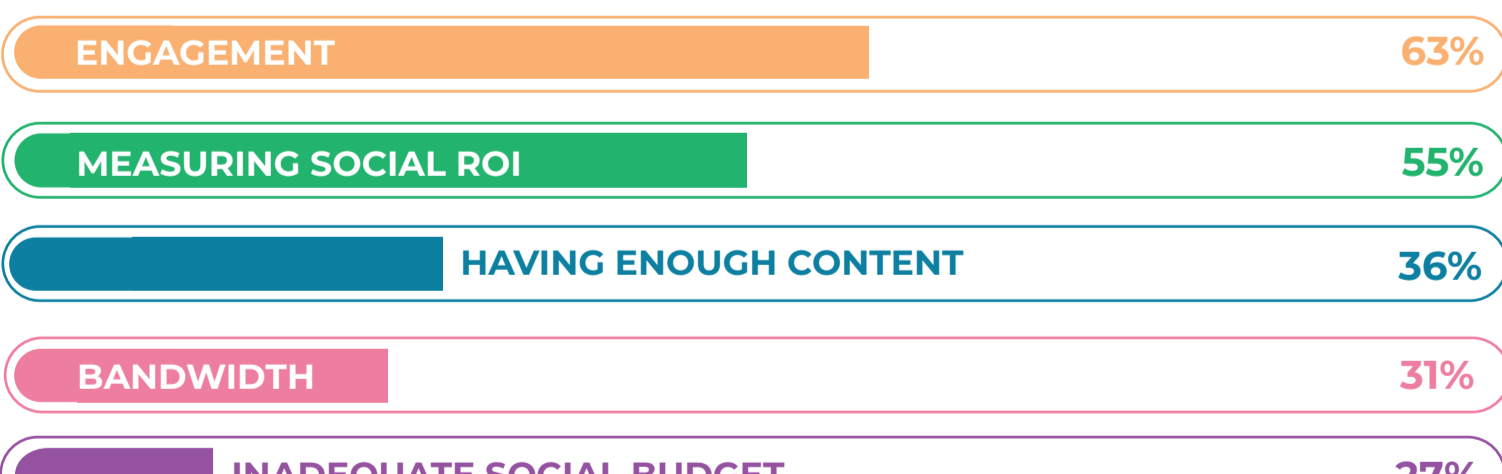
MOST EFFECTIVE SOCIAL MEDIA CHANNELS FOR YOUR BRAND (TOP 3):



TYPE OF SOCIAL CONTENT THAT RESONATES BEST FOR YOUR AUDIENCE (TOP 3):



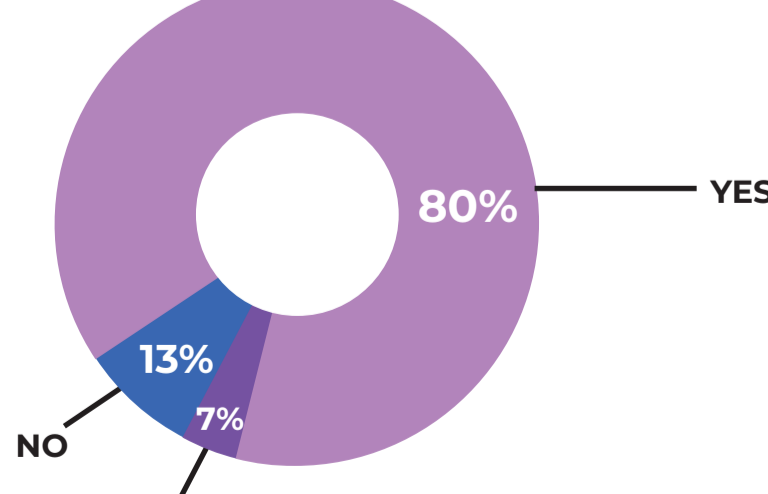
BIGGEST CHALLENGES TO SOCIAL MEDIA MARKETING (TOP 3):



—Source: 2020 Chief Marketer B2B Outlook

5. CUSTOMER EXPERIENCE IS A PRIORITY FOR MOST B2B MARKETERS, BUT BUDGET AND BANDWIDTH TOP THE LIST OF CHALLENGES.

IS B2B CUSTOMER EXPERIENCE A SIGNIFICANT FOCUS?



—Source: 2020 Chief Marketer B2B Outlook

TOP 5 CHALLENGES TO CREATING THE BEST CUSTOMER EXPERIENCE:

1. BUDGET
2. ORGANIZATIONAL SUPPORT AND SILOS
3. BADNWIDTH/RESOURCES
4. PERSONALIZATION
5. ENGAGEMENT