

THE VIEW

Technology Marketing | December 2020



Hi there!

2020 has been an extraordinary year for B2B marketers. From a sudden shift to remote work to finding alternatives to physical trade shows and conferences, B2B marketers have had to pivot quickly to generate demand in the new normal. As the industry moves away from traditional methods of demand generation, integrating personalized experiences into the virtual world will be crucial in 2021 and beyond.

In this edition, find out how B2B marketers can make the most of the current experiential marketing landscape and use it to develop meaningful customer relationships in the post-COVID-19 world.

Highlights



How can technology firms embrace experiential marketing post-COVID-19?

While many large conferences, trade shows, and exhibitions pivoted their events to virtual experiences during the COVID-19 outbreak, the future of B2B experiential marketing favors hybrid events for optimum audience engagement.

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The future of work: A COVID-19 perspective [Infographic]

With 42 percent of the US workforce working from home full-time post the pandemic, organizations need to focus on a blend of people and technology to maintain business momentum. Here's a look at what the future of work could look like.

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Connecting more meaningfully with consumers in the next-normal

As digital takes the front seat amid COVID-19, B2B marketing leaders need accurate insights about their audiences to connect more meaningfully with them. This article provides some key considerations to guide your communication strategy in the next normal.

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How can B2B marketers derive strategic value from social listening?

B2B social listening opens up a slew of opportunities for firms to interact and get a pulse of what their prospects and clients have to say about their offerings. Here's how you can use social listening to translate volumes of digital conversations into meaningful business insights.

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Trends in focus



The experiential marketing marketplace will rebound with a **6.1% expansion in 2021**

- 2021 Experiential Marketing Forecast, [PQ Media](#)



In response to the pandemic, 70% of B2B marketers have changed their **messaging strategy**.

- B2B Content Marketing Trends, [CMI](#)



64% of B2B buyers have increased their use of **online video**, and 51% of them have increased their **use of search**.

- B2B Marketplace Disruption study, [Google](#)

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Happy Holidays!



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