

# THE VIEW

## Technology Marketing | February 2021



Hello there,

Strategies, goals, budgets, staffing – it's that time of the year again! While you work hard on planning your marketing projects for the year, it can be easy for things to fall through the cracks. Often, this can result in inconsistent branding, poor management of leads, misunderstanding your audience, and so on. Netscribes is supporting marketing teams in their key tasks so they can focus on the bigger picture. And we can't wait to share our learnings with you.

In this edition, we bring you some of the key trends that B2B companies must consider while developing their strategies this year. We talk about the aspects that marketing teams are focusing on, the technologies that will find greater demand, and new research approaches fit for the 21st century.

### Highlights



#### **Top B2B marketing trends for 2021**

Find out the key trends that will impact marketing strategies and budgets this year.

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#### **Top technology trends for 2021**

The pandemic has led to a renewed focus on people and technology. Here are the top technology trends that will impact digital transformation strategies this year.

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#### **Integrated insights solutions to realize your firm's strategic transformation goals**

Here's how an integrated insights solution can help firms get a 360-degree view of the market environment at every step of the transformation



process to inspire brilliant decisions across the organization.

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## Trends in focus



40% of B2B firms aim to increase their **data-driven marketing budgets** in the new normal.

- [Invespcro](#)



66% of B2B giants will use a minimum of four **low code platforms** by 2024.

- [Forbes](#)



**Voice search** utilization data numbers are expected to reach 5 billion this year.

- [Review42](#)

## Not to be missed



### **B2B experiential marketing in the new normal**

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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### **Connecting more meaningfully with consumers**

This article provides some key considerations to guide your communication strategy in the new normal.

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Netscribes helps some of the world's smartest B2B marketers drive improved results with reliable data and insights. [Contact us to schedule a consultation.](#)



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