

# B2B Marketing in 2024 – How do experts see it?



BBN

THE WORLD'S B2B AGENCY

EFFECTIVE TACTICS FOR 2024

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# The Aim of This Trendbook

It feels like 2024 is the year of the future: we have innovative AI tools everywhere, we experience hybrid working mode, we see the integration of virtual reality in everyday life and, we also witness how marketing is leading the charge in business innovation and customer engagement.

Each year, we talk with marketing experts from leading companies in Europe about their marketing journey and learn a lot of useful insights. What has become a tradition for the past 3 years is turning these discussions into a valuable exchange of observations, conclusions, trials, and errors, packed in a trendbook. And we want to share with you our talks.

Check our past editions and see for yourself how things have changed, what B2B marketers are focusing on more and more, and why it is important to look forward but also backward to better understand the things we experience now and make informed decisions.

- Start with [the 2020 edition](#) (what a year it has been), made in collaboration with 12 marketing experts in leading tech companies from Romania.
- Continue with [the 2021 edition](#), where we share insight from 6 marketing experts in tech companies from Belgium.

- See [how B2B marketing evolved in 2022](#), as seen by 11 top marketing experts in tech companies across Europe.

End with our freshly taken out-of-the-oven edition, the one you are reading right now and the most comprehensive so far. We interviewed 39 great B2B marketing experts from Romania, Hungary, and the Czech Republic, so we can get a better understanding of today's most important aspects, such as:

- **Upcoming Trends**
- **Budgeting**
- **Best Practices**
- **Channels**
- **Strategies**



We hope this eBook becomes a resourceful tool for B2B marketers looking to keep up with the latest trends and make smart choices in their activity.

We aim it to be an easy-to-read guide that gives you important information and makes learning feel like you are talking with a friend. An international and hands-on expert, we might add.

# Contributors

We want to thank all the contributors who have participated in this 2024 edition with their valuable insights and perspectives. It's been a privilege to talk with such marketing professionals and gain an understanding of the latest evolutions and trends in B2B marketing. Their input has been instrumental in shaping this trendbook, making it a relevant and valuable resource for our readers.

## Special thanks to:



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## Chapter 1

# Effective Tactics of 2023 – What Worked Best?



## How do marketers see it?

- #1 Content marketing:** This includes blog posts, articles, videos, infographics, and social media content that positions the brand as an authority in its respective field.
- #2 Customer segmentation:** Utilizing data-driven insights to segment the customer base and personalize marketing efforts has been highly effective. Personalized email marketing, product recommendations, and tailored advertising campaigns.
- #3 Influencer marketing:** Partnering with influencers can help a lot promote products through reviews, tutorials, and endorsements, reaching a highly engaged and targeted audience.” – Mădălina Barbu, Growth Consultant, promocrat, Romania.

2023 marked an important shift in B2B marketing, favoring digital channels. This pattern can also be seen in worldwide data indicating that **the business environment is becoming more digital**. For instance, a significant increase in webinar attendance was noted, with a report from [BrightTALK](#) stating that 91% of B2B professionals consider webinars the best educational tool. This trend was also seen in our survey responses, where digital events and webinars were frequently cited as top tactics used.

Andras Váradi, who works in sales at Areus, Hungary, talks about his strategy combining **“direct sales, manufacturer recommendation, and paid search”**. This exemplifies a successful merge of traditional methods with digital marketing. The results of this hybrid strategy show us how crucial it is to have a multichannel approach to develop a thorough marketing plan that corresponds to the tastes of different target audiences. And to meet your ideal clients wherever they prefer to spend their time without interrupting their experience on those platforms.

## Personalization at Its Finest

One recurring subject within the survey was the power of personalization. As digital marketing gets to be more advanced and sophisticated, so does the capacity to tailor messages and campaigns to particular segments of the audience.

**Personalization has moved past just addressing recipients by name in an email.** It includes the entire customer experience, from customized content to personalized product or service recommendations.

This shift is driven by an expanding amount of data accessible for marketers, permitting more precise targeting and segmentation. The capacity to deliver the right message to the right individual at the right time has become a key differentiator in the already too-crowded B2B marketplace.

## Content Is Definitely Not Going Anywhere

Last year was about building relationships with the audiences through content marketing. **Filip Kec**, Division Director at ACTUM, sees good results with **“content marketing and lead generation campaigns on LinkedIn”**, an observation that highlights the power of platform-specific strategies. This is in line with HubSpot’s findings: [70% of marketers are actively investing in content marketing](#). **Creating and sharing content is central to engaging and converting B2B audiences.**

The trendbook’s findings suggest that content marketing has evolved from a nice-to-have to a must-have tool in the B2B marketer’s arsenal. The shift towards more educational, value-driven content reflects a deeper understanding of the B2B buyer’s journey, which often involves extensive research and information gathering before making a purchase decision. Photos, videos, research papers, you name it. These are all assets that your brand can display to help future prospects make the decision.



*Good quality information, right to the point, short & visuals type of content will remain the most valuable tactic to hook a prospect, build a relationship based on trust and authority until it becomes a closed deal.”*

**Diana Stroia**  
Senior Digital Marketing Specialist  
at Edenred, Romania

Quality over quantity? Of course. **Your content should be well researched, authoritative and trustworthy, and should establish your brand as a thought leader in the industry.** This is particularly vital in the B2B sphere where transactions are significant and decisions are made after careful deliberation. But delivering quality information is just part of the equation. Your content also needs to be concise and visually engaging. In a world where everyone’s attention is stretched thin, the ability to convey your message quickly and compellingly is invaluable.

Concise content respects the reader's time, making sure every word earns its place.

## Digital and Interactive Platforms & AI

We have also understood that our respondents focused on interactive platforms like social media and influencer collaborations. The ever-growing impact of these platforms should be visible in the way they have reshaped the marketing scene, offering more straightforward and engaging ways of connecting with audiences.

**In particular, B2B influencer marketing has emerged as a potent tool.** It's not just about endorsements from famous people; it's tied in with utilizing industry thought leaders and specialists who have the trust and consideration of your target audience. This approach has been displayed to intensify brand messages, drive engagement, and build trust.

**Our survey reveals that industry leaders are definitely adopting what could be the most revolutionary tool of our era – ChatGPT.** **Jonathan Bluemel**, Team Lead of Content at IDnow, shares a valuable insight, saying, ***“One thing that worked best for me was treating ChatGPT as a sparring partner (for ideas, brainstorming, analysis).”*** This sentiment reflects a broader trend of embracing innovative AI tools in professional settings. Similarly,

**Constantin Stanciu**, Founder of GrowCentric, has also ventured into experimenting with new AI platforms in 2023, finding the experience to be highly beneficial.

**AI also has a pivotal role in refining content strategy and tailoring communication** to meet the specific needs of top clients, as **Ileana Cipca**, Head of Account Based Marketing at Tech Industry recommends: ***“Use AI to finetune your content and focus on relevant personalization for top prospects.”***

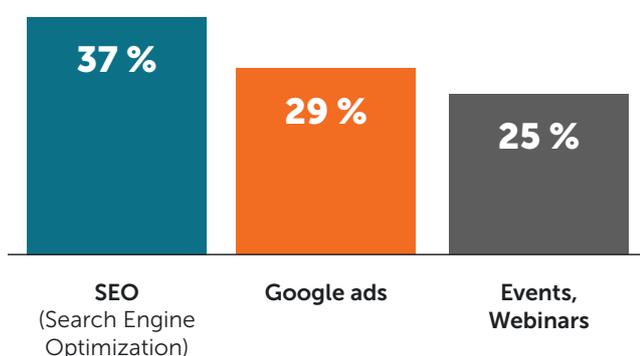
## Comparison Among Romania, Czech Republic, and Hungary

In 2023, Romanian companies leveraged diverse events, webinars, and influencer collaborations, reflecting a strategy that values direct engagement and community influence. In contrast, the Czech Republic companies prioritized face-to-face meetings and insightful articles in professional magazines, demonstrating a preference for personal interaction and thought leadership. Meanwhile, organizations from Hungary focused on integrating online and offline approaches, using online support to enhance the impact of in-person events, newsletters, and blogging.

This varied approach across the three countries highlights the importance of understanding local preferences and combining digital and traditional methods to create a resonant marketing mix.



## The best tactics used in 2023?



## What to Remember?

- **There's been a profound shift towards digital channels in B2B marketing in 2023, and that proves a broader need for a more interconnected online business world.** There's been enough proof that underlined the importance of integrating digital methods such as webinars and content marketing with traditional strategies.
- Looking at the rise in webinar engagement and the effectiveness of content marketing, we can say without doubt that **there's been an ever-increasing preference for digital platforms that offer personalized, value-rich content.**

Don't let yourself be misled since this is not just a trend but a fundamental change in how B2B marketing works. It highlights the need for strategies to be more than diverse in their approach – they should be in line with the constantly evolving preferences of a digitally savvy audience.

- The **growing reliance on personalization, powered by advanced data analytics**, further signifies a future where B2B marketing is increasingly customized, user-centric, and data-driven.



*Last but not least, we have proven to always be one step ahead of the expectations of our environment. In the services we provide and the expectations of our customers. We always strive to go the extra mile, to go beyond expectations, which is the magic of good relationships and the strength of a LOVEBRAND."*

**Dalibor Komárek**  
Head of Marketing at IRESOFT s.r.o.  
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## Chapter 2

# Lessons from 2023 – Unexpected Outcomes



2023 was a time of steady learning and transformation for B2B advertisers. As the scene kept on developing, a few previously effective techniques no longer yielded the normal outcomes, giving some valuable lessons.

### Targeted Approaches Win Over Mass-Marketing

A notable shift that we have seen was the fewer and fewer returns from mass-marketing techniques. This aligns with rising marketing insights telling us that the B2B audience requires more targeted, relevant content.

As one respondent, **Kateřina Špačková**, Operations Expert at Schüttflix Česká Republika, noted that **“social events for our business partners didn’t work as expected,”** with a **2024 prediction trend of “more targeting of clients”**, suggesting the need for a more nuanced engagement strategy.

This sentiment echoes the industry’s growing understanding that personalization is, by no means, something to overlook; it is, without a doubt, a necessity. **Generic messages no longer stand out from the crowd in today’s digital world, where attention is a scarce resource.** In fact, according to Demand Metric, [content marketing creates three times as many leads as traditional outbound](#)

[marketing but costs 62% less](#), highlighting the shift towards more targeted approaches.

### No More Generic Content

Another unexpected outcome was the underperformance of republishing owned content to other sites. **Sorin Enescu**, Global Demand Strategist at IBM, Romania, observed that **“content syndication was less effective”** in 2023. This is a relevant indicator of the market’s saturation with generic content. There is a real need for original, high-quality content that provides value to the target audience, and the ability to stand out with unique, thought-leadership-driven content is more important than ever. A study by the Content Marketing Institute revealed that [72% of marketers say content marketing increases engagement and the number of leads.](#)

### New Platforms, New Results?

Our research also revealed the limitations of “trying too many” in social media. A respondent reflected on the challenges faced with social

media, stating, **“overextending on social media, usage of new platforms without a clear strategy, didn’t yield the results we hoped for.”**

This points to a common pitfall in digital marketing – the sparkle of new platforms and trends can often

On the other hand, the rapid appearance of new digital platforms has been a challenge for some B2B marketers. While these platforms offer exciting new avenues for engagement, mastering them requires a deep understanding of their mechanisms and audiences. This aligns with the



lead to inefficient efforts and diluted impact. **It highlights the importance of a strategic, focused approach to social media, where understanding the platform and its audience is key to success.** Digital platforms are not one-size-fits-all, and every company should first understand its target audience and then decide if the marketing efforts make sense on that specific platform.

broader trend in digital marketing, where agility and continuous learning are crucial for capitalizing on new opportunities.

But when we talk about platforms, it’s not just about social media.

**Daniel Pirciu**, Growth Marketing Consultant at Brizy.io talks about his 2023 channels failures: **“By far the biggest fail was Bing Ads, followed by**

*cold outreach on Clutch.co (review platform, similar to G2/Capterra)."*

**It's essential to note that the effectiveness of marketing platforms can be highly variable, depending on the industry, target audience, and the specific strategies implemented.** For instance, a platform that performs poorly for one business could be a goldmine for another if used creatively or aligned more closely with a different audience's preferences. Marketers should not only select their platforms carefully but also continuously monitor performance and adapt their strategies based on real-time feedback and data-driven insights. This agile approach to marketing ensures that businesses can switch from underperforming channels and focus on those that offer the most engagement and conversion potential.

## **Comparison Among Romania, Czech Republic, and Hungary**

The year 2023 brought distinct lessons for each country. In Romania, the emphasis on influencer collaborations and client interviews highlighted the value of targeted and personalized content. Czech businesses learned the importance of maintaining a balance between online presence and personal engagement, as indicated by their successful face-to-face interactions. Hungary's reliance on a blend of online and offline tactics, especially in supporting in-person events

with digital tools, underscored the significance of adaptability and integrated strategies in today's dynamic market landscape.

## **What to Remember?**

The B2B marketing world is moving towards:

- greater personalization
- quality content
- and strategic focus

These lessons are vital for shaping future strategies. Marketers must adapt to these changes, focusing on creating targeted, high-value content and strategically leveraging digital platforms. By learning from these experiences, B2B marketers can refine their tactics to better align with their target audience's evolving preferences and behaviors.



*Here again, choosing the "wrong" tactic is too misleading. Given our wide range of industrial automation products and services, it is risky to leave anything out. In every era and in every segment, there is a channel. Of course, we try to make the most of it, but we are always monitoring the whole broad spectrum of possible marketing activities."*

**Luděk Barták**  
Marketing Manager for  
Central and Eastern Europe,  
Panasonic Industry Europe  
Czech Republic

## Chapter 3

# Focus for 2024 – Tactics and Channels

Fast forward to today, B2B marketers are recalibrating their focus, drawing insights from the lessons of the past year and the evolving landscape of digital marketing. Their interests are shifting toward more sophisticated, highly targeted strategies that blend traditional methods with digital innovation.

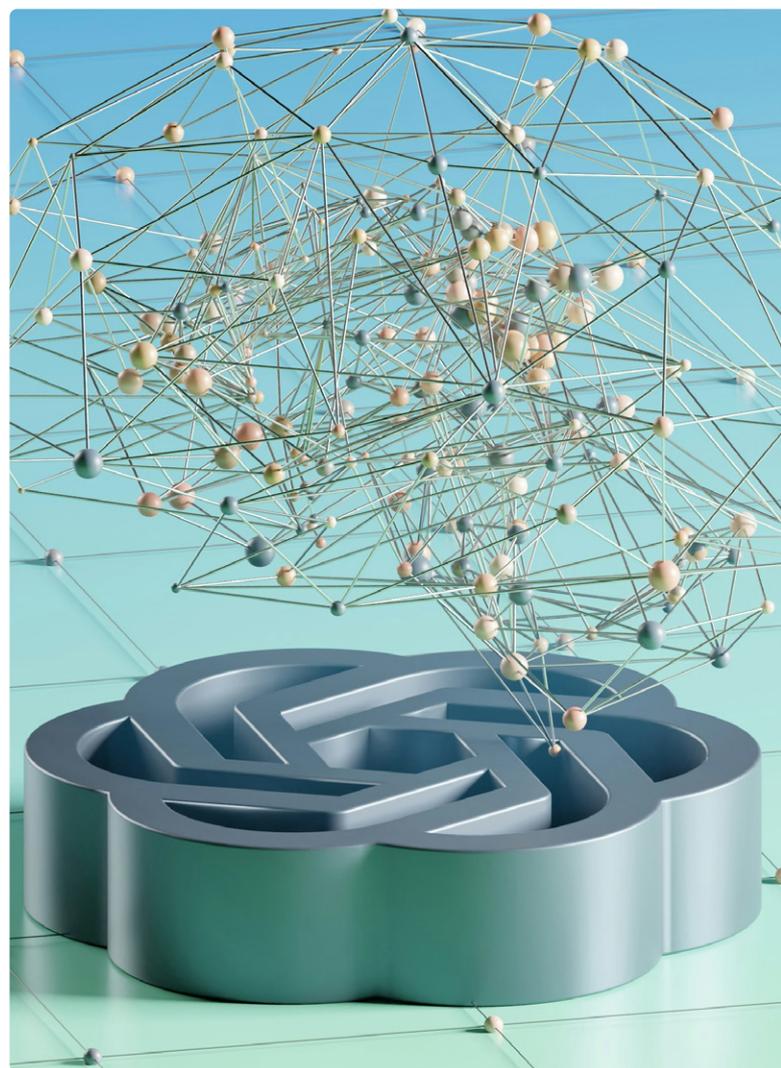
According to Salesforce, 75% of business buyers expect companies to use new technologies to create better experiences.

### Cross-Generational Platform Strategy

Content marketing, especially through platforms like LinkedIn and Instagram (what a mix, huh?!), is expected to remain a cornerstone of B2B marketing strategies in 2024.

**Tina Zsák**, Head of Marketing and Communications at BAM Group, Hungary, states: ***“Our strategic emphasis is: intensified efforts on LinkedIn, tapping into its evolving features and fostering meaningful connections, elevating Instagram to be a central storytelling hub, leveraging its visual appeal for immersive brand experiences. (...)”***

LinkedIn, known for its professional networking and business-centric audience, offers unique opportunities for building meaningful connections and engaging with industry peers, potential clients, and thought leaders.



For B2B marketers, tapping into LinkedIn's evolving features – such as LinkedIn Live, Events, Newsletter, and Polls – allows for a more dynamic and interactive approach to professional networking and social selling.

Instagram's elevation as a central storytelling hub demonstrates a recognition of the platform's growing influence in the B2B space. **Traditionally seen as a B2C platform, Instagram's visual appeal and storytelling capabilities are now being leveraged by B2B marketers.** Its use in creating immersive brand experiences helps in humanizing B2B brands, making them more relatable and accessible to a wider audience.

## Retention and Owned Media

Another key area of focus for 2024 is customer retention and the use of owned media. **"Investing more in owned media and community"** is what **Irina Ianculescu**, Marketing & Growth Advisor for Tech Startups, told us her focus tactics and channels for this year are.

There's a recognition of the value of building and maintaining a direct line of communication with the audience. In a landscape where third-party platforms can change their algorithms or policies whenever they want, owning your media channels provides a level of control and stability. Focusing on retention aligns with the broader understanding that retaining existing customers is often more cost-effective than acquiring new ones.

When we talk about fintech marketing, **Ileana** from Tech Industry talks about smarter approach: **"Focus on ABM/driving MQAs (Marketing Qualified Accounts) instead of MQLs (Marketing Qualified Leads) and know and understand well what problems the solution they promote is solving."** Her strategy is about really getting to know the problems that your solutions can solve for these key accounts. This not only helps in getting the right customers but also in keeping them, as the solutions offered are closely aligned with what the customers actually need. **Essentially, it's about quality over quantity, ensuring that marketing efforts truly connect with and meet the specific needs of each valued customer.**

## Comparison Among Romania, Czech Republic, and Hungary

In 2024, Romanian companies are expected to deepen their commitment to content-driven strategies, possibly integrating more interactive and multimedia elements to engage their B2B audience further. The Czech Republic businesses might focus on refining their PPC strategies and exploring new content avenues to adapt to the ever-evolving digital landscape and search engine algorithms. Hungary companies tap into the success of personal branding and community building, and will further explore these personal engagement tactics, possibly integrating more digital platforms to widen the reach without losing the personal touch that defines the brand.



## What to Remember?

A balanced, integrated approach that leverages the strengths of both digital and traditional marketing tactics is the learning from this chapter.

B2B marketers are looking to create more personalized, content-driven campaigns using technology to enhance efficiency and effectiveness. The emphasis is on understanding and meeting the target audience's specific needs, using a mix of owned media, content marketing, AI, and platform exploring.



*We will continue the marketing mix with an emphasis on the digital way of communication. We will strengthen the personalization and segmentation of our marketing. We plan a series of video stories from satisfied customers and then publish them via social media. We are preparing Road-show seminars for managers and the series of short webinars for the technical staff, which will address open questions in the area of Digital Success and will also provide useful information on software technologies and services for the digitalization of Czech engineering."*

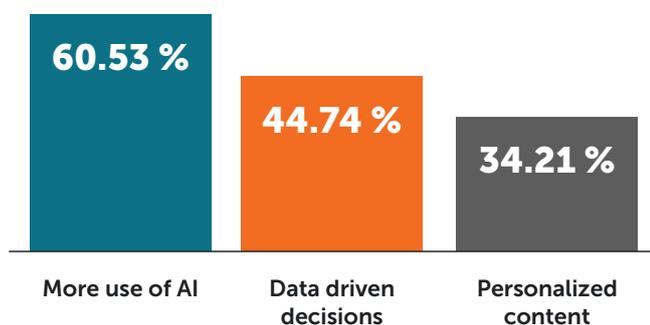
**Pavel Hrubý**  
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## Chapter 4

# Expert Recommendations – Strategies and Predictions for 2024

In 2024, it's all about AI: technological advancements are changing the market's dynamics.

### Top 3 predictions for B2B marketing in 2024



sophisticated marketing tactics, enabling marketers to create highly customized content that resonates deeply with their target audience.

**Tomáš Bursík**, Marketing Manager at Business Lease, emphasizes the importance of this trend, *“Using AI for marketing communications.”* This reflects the widespread adoption of AI as a cornerstone in modern marketing approaches.

### Is AI Your Colleague?



*Consider emerging trends, focus on AI and automation as part of your strategy. Think about a balance between demand creation and demand capture tactics and ensure you are focusing more on the tactics that bring what you lack most (e.g., awareness, conversion)“*

**Sorin Enescu**  
Global Demand Strategist at IBM  
Romania

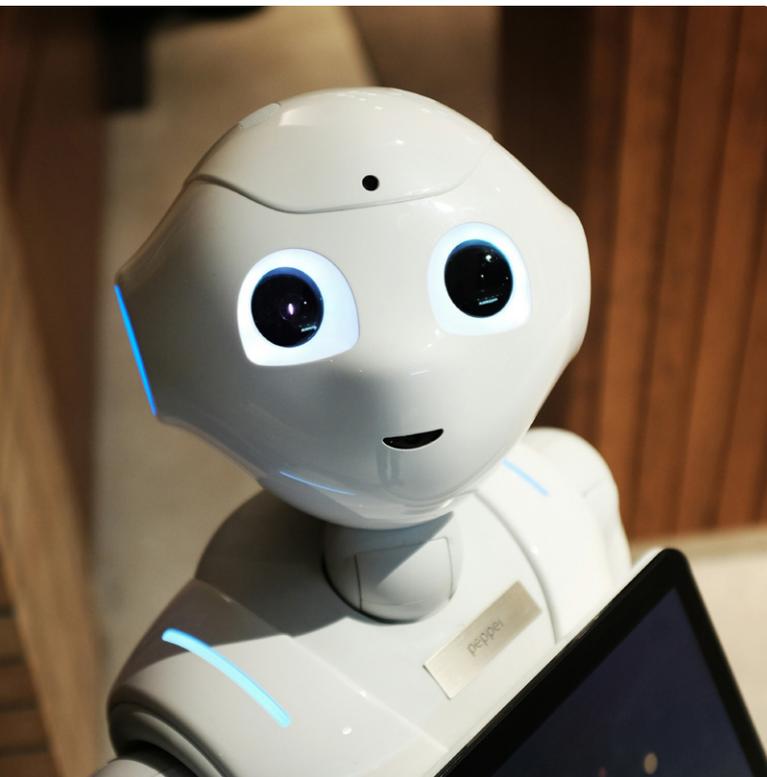
The ability of AI to analyze vast amounts of data and derive actionable insights will be a game-changer, allowing for more precise targeting and personalization at scale. **Pavel Hrubý**, Sales Director at AV ENGINEERING, adds to this perspective, *“I believe that B2B AI support will continue to grow and that, at least in our segment (i.e., software technology for Digital Success for engineering companies), personalized marketing will become more and more in demand.”*

A recurring theme among experts is the growing significance of AI in marketing strategies. The integration of AI is expected to bring more

**Klára Lánik**, Marketing Manager at BBC Bircher Automation, shares her enthusiasm for AI's role in marketing: *“There is no doubt that artificial*

*intelligence is having a significant impact. I can't imagine a functional corporate marketing that doesn't already incorporate AI into its work (albeit in a limited form). We love AI in our company and look forward to what it will bring next year!"*

**Michal Svoboda**, Head of Marketing and Communications at Veletrhy Brno, also notes the growing practicality of AI in business operations: *"Artificial intelligence will be a popular tool in more and more companies to simplify some operational activities."*



The shift towards AI-driven marketing is not just about adopting new technologies but fundamentally rethinking how we engage with our audience. It requires a balance between technological innovation and the human touch – ensuring that technology enhances, rather than

replaces, the human elements of marketing.

*"Everyone will use AI more – being able to generate more content faster, and so on. So there will be even more noise in the market. Bring more opinion-based content, experience-based content, connect the dots, engage in-person, and that will make you stand out."* – **Delia Ene**, Head of Marketing at Sypher Solutions, Romania.



*As AI technologies continue to advance, they will reshape and enhance the strategies and outcomes within marketing. AI also enables more precise and tailored personalization, offering users a more customized and relevant experience. Usage of AI is in its early stages, and the eventual outcome is currently unclear but it will undoubtedly change the world of marketing."*

**Adrienn Gyórfy-Wachtel**  
Marketing Specialist, DSV Hungária Kft.  
Hungary

The integration of AI in graphics has ushered in a new era for B2B marketers, revolutionizing how visual content is created and utilized. **Ivo Vrána** from the Product Marketing Team at ProID captures this sentiment perfectly, stating, *"Using AI to create graphics - finally, we can implement all the ideas without complex production."* This highlights AI tools' efficiency and creative freedom,

allowing marketers to bring even the most intricate ideas to life with ease and precision.

**Jonathan Bluemel**, Team Lead Content at IDnow, observes that *“(...) AI-generated images, i.e. AI Avatars will be more and more used in design and slowly replace stock footage.”*

His note shows us a significant shift towards more personalized, innovative, and cost-effective graphic solutions in B2B marketing.

## Data-Driven Decisions bring the best ROI

As marketing becomes more technology-driven, the role of data in decision-making will become more and more important. **The ability to collect, analyze, and act on data will be a key differentiator for successful B2B marketers.** Data-driven decision-making allows businesses to gather and analyze customer data (like purchase history, online behavior, feedback, etc.).

When you own your data, you can confidently run experiments, A/B testing various hypotheses, and build iteratively on the inputs you gain from these tests. As **Alex Gavril**, CEO at promocrat, very well explains: *“Focusing on the experimentation process and deploying integrated campaigns will ensure you invest your resources more efficiently”.*

This trend is not just about having access to data; it's about having the right tools and skills to make sense of it. This being said, marketers will need

to develop a deeper understanding of data analytics and how to translate data insights into effective marketing strategies. That's how they will understand their customer persona and build their communication right.

*“Data-driven decisions are part of the main focus: understand which channels, content, and strategies are delivering the best results, and allocate your resources accordingly.”*  
– **Mădălina Barbu**, Growth Consultant, promocrat, Romania.

*“We talk a lot about customer-centric marketing, but how many marketers are really doing it in a structured manner? And not just some interviews with clients but really determining their jobs to be done and then shaping the entire customer journey to address those needs. We often stop at key messages, but having the right tools and processes in place to address those needs is essential.”* – **Romina Costa**, Marketing Director, BISM, Romania.

*“Focus on predictive analytics: This approach involves leveraging AI and machine learning to analyze customer behavior, predict purchasing patterns, and optimize email campaigns. It's particularly valuable in a B2B context, where understanding and anticipating client needs and behaviors can significantly enhance targeted marketing efforts, lead nurturing, and customer relationship management.”* – **Tibor Varga**, Head of Segment and Product Marketing, Invitech ICT Solutions, Hungary

## Adapting to Changing Consumer Behaviors

*“Back to basics, be strategic and put all your marketing efforts in the same places where your ideal customer persona is learning about your brand, searching for similar products, making decisions regarding your type of product. Invest time in getting to know your customer’s journey.”*

– **Irina Ianculescu**, Marketing & Growth Advisor for Tech Startups, Romania

Irina highlights the role of a disciplined, strategic approach that aligns closely with where the customer naturally spends their time. This requires a deep dive into customer behaviors, preferences, and decision-making processes, with the necessity of data-driven understanding of the customer journey. By focusing on these important touchpoints, marketers will more effectively communicate their value proposition, ensuring that every marketing action is both purposeful and impactful in guiding the customer towards the buying decision.

Our respondents note that understanding and adapting to changing consumer behaviors will be relevant enough. **As the B2B audience becomes more digital-savvy, their expectations for engaging, relevant, and timely content will increase.** Marketers will need to stay abreast of these changes, continuously refining their tactics to align with their



audience’s evolving preferences and behaviors.

*“In 2024, content will continue to be king, making content personalization crucial. This is particularly important for providing a valuable customer experience, fostering engagement in meaningful conversations, and establishing a distinct brand identity among competitors. Regardless of the channel, emphasizing a human touch in content remains vital, especially when translating technical language into tangible consumer benefits.”*

*The rise of generative AI is a noteworthy trend to watch, and it will likely have an even more transformative impact on B2B marketing than it did in 2023. Marketers will need to learn how to integrate this technology effectively into their daily workflows, not as a replacement but as an enhancement to their efforts.*

*In the realm of B2B, a robust connection between marketing and sales teams is key, especially since marketing can support the sales team in building a pipeline of potential clients and also develop loyalty campaigns for current clients. Therefore, assessing the end-to-end funnel and utilizing reporting tools to observe and analyze the entire consumer journey should remain a top priority for marketers.”* – **Adina Antonie**, Head of Marketing at Hyperfy, Romania

## **In-Person Events: A Return to Tradition with a Modern Twist**

The comeback of in-person events in 2023 has brought back traditional marketing methods but with a modern twist. **Businesses are realizing the importance of face-to-face interactions for building trust, long-term partnerships, and meaningful networking as they navigate the post-pandemic world.** These events, from industry conferences to trade shows, have become vital for direct engagement and high-quality networking. **Tamas Csinos**, Country Manager at Clico Hungary, emphasized the success of *“online funneling for offline (in-person) events,”* highlighting the use of digital tools to enhance physical experiences. This approach effectively leads up to and complements the impact of in-person events.

*“In 2023, people were eager to get out and network (...) Events created a sense of community,*

*belonging, with people united in their challenges.”* – **Romina Costa**, Marketing Director, BISM, Romania

*“A trend I observed this year is the return to in-person events. This will continue in 2024.”* – **Ioana Bota**, Content Team Lead at Sherpany

Building on the renewed recognition of their value in 2023, these events are expected to become more prominent and influential. The successful integration of digital elements in enhancing these events has set a precedent for a more holistic approach to B2B marketing.

**Ivo Vrána**, Product Marketing Team, ProID, talks about focusing in 2024 on channels like *“own events and events organized by partners”*.

**But when we talk about events in the B2B marketing industry, we’re fundamentally discussing the essence of being part of broader, interconnected communities.** As **Stefania Cristescu** from ING insightfully points out, *“my prediction for 2024 would be more focus on entrepreneurial communities.”*

True engagement goes beyond transactions; it’s about becoming an integral part of the industry’s network and community.

Events play a crucial role in this strategy, establishing and nurturing relationships within these entrepreneurial communities. They offer a unique platform for networking, enabling businesses to connect not



just with potential clients but also with peers, thought leaders, and innovators. These interactions are invaluable, providing insights into industry trends, potential collaboration opportunities, and even avenues for outsourcing. Moreover, being actively involved in these communities through events enhances a company's visibility.

**Events, in this context, are not just gatherings; they are strategic platforms for fostering these essential connections.**

Therefore, we anticipate a greater emphasis on events as key platforms for deepening business relationships, fostering community, and driving engagement.

## **Comparison Among Romania, Czech Republic, and Hungary**

Experts suggest that Romanian businesses could further enhance their inbound marketing strategies by incorporating emerging technologies like AI to personalize content and customer journeys. A significant statistic to note is that according to Salesforce's *"State of the Connected Customer"* report, 84% of customers say the experience a company provides is as important as its products and services. For the Czech Republic companies, the recommendation is to maintain a balance between technological advancements in PPC and the human touch in content creation



and customer relations, ensuring a synergy between tech and personalization.

Organizations from Hungary are advised to leverage their strong foundation in community engagement by adopting technologies that enable personalization at scale, ensuring that their unique approach to marketing continues to resonate in an increasingly digital marketplace.

## What to Remember?

The predictions and recommendations for 2024 underscore a period of significant change and opportunity in B2B marketing.

- The integration of AI
- the importance of data-driven decision-making
- and the need to adapt to changing consumer behaviors

... are all themes that will shape future marketing strategies.



*My top recommendation for B2B marketers planning their 2024 marketing strategy involves a standard planning rule. Establish the main objectives and analyze previous marketing efforts to identify the most successful tactics; consider expanding the budget in that direction. Despite budget constraints, prioritize data management and analysis, as these aspects will remain crucial. Transform user data into meaningful insights to inform the development of more effective strategies and products. In addition to leveraging proven tactics, explore and test new channels and strategies. Establish benchmarks for each approach, enabling the construction of stronger, data-driven strategies from one year to the next."*

**Adina Antonie**  
Head of Marketing at Hyperfy  
Romania

## Chapter 5

# Budget Evolution – 2024 vs. 2023



The development of marketing budgets in the B2B area is a subject of significant interest. The responses to the survey show a wide range of budgetary shifts, reflecting the various strategies and market conditions businesses face.

### Budget Constraints and Growth Ambitions

The marketing budgets remain stable and in line with the previous year, as a significant number of respondents anticipate, suggesting an approach characterized by caution. That's a fair game, considering the uncertain economic environment.

There is a trend indicated by this cautious optimism and is talking about the effort companies put into balancing budget constraints with the need for innovation and growth. In such a scenario, the focus is likely on maximizing the impact of each dollar spent, emphasizing strategies that offer measurable returns on investment. According to Gartner's Annual CMO Spend Survey, [marketing budgets as a percentage of company revenue fell from 11% in 2020 to 6.4% in 2021](#), indicating a trend of prudent spending with a focus on efficiency and ROI.

### Strategic Allocation Towards High-ROI Tactics

The trend toward maintaining or moderately adjusting budgets underscores the importance of strategic allocation.

**Marketers are expected to invest more in high-ROI tactics like digital marketing, content creation, and targeted advertising.**

The growing emphasis on digital channels is consistent with global advertising trends, where digital ad spend continues to rise, offering more targeted and measurable marketing opportunities.

### Adapting to Digital Transformation

For those expecting an increase in their budgets, the additional funds are likely to be channeled toward areas that align with the digital transformation goals. This includes investment in marketing technologies (MarTech), customer relationship management (CRM) systems, and data analytics tools. These investments are crucial for staying competitive in

a rapidly evolving digital landscape, enabling businesses to leverage data for better customer insights, more personalized marketing, and improved customer experiences.

## Efficiency and Optimization in Marketing Spend

With some businesses anticipating a decrease in their marketing budgets, efficiency becomes key.

Marketers will need to optimize their spending, focusing on cost-effective tactics without compromising on effectiveness. This could lead to a rise in the use of performance marketing tactics, where spending is closely tied to specific outcomes or conversions. As **Dragoş Smeu**, Founder at Mavericks, Romania aims for 2024: ***"We will focus more on LinkedIn and Meta Ads for engagement campaigns. Probably we also want to try also some video ads (maybe shorts/stories format)"***.

Additionally, there may be a greater reliance on inbound marketing strategies, which can offer a higher ROI compared to traditional outbound methods.

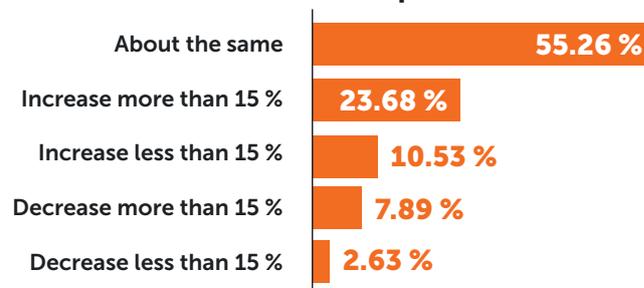
## Comparison Among Romania, Czech Republic, and Hungary

Romanian companies' marketing budget in 2024 is anticipated to focus on content creation and technology that supports SEO and inbound marketing, reflecting its strategy to attract and engage through valuable insights.

The Czech Republic organizations might allocate more funds towards optimizing digital advertising and exploring innovative content formats to stay ahead in the competitive digital marketing landscape.

Hungarian businesses, recognizing the value of personal connection, could invest in platforms and tools that enable intimate engagement at a larger scale, ensuring that their community-driven approach continues to thrive.

### How is the marketing budget going to evolve in 2024 compared to 2023?



### What to Remember?

The budgetary trends for 2024 reflect a cautious yet strategic approach by B2B marketers.

With a mix of stable, increasing, and decreasing budgets, the focus is on making the most of available resources. Whether it's through strategic allocation to high-ROI tactics, investing in digital transformation, or optimizing marketing spend, the goal remains to drive growth and stay agile in a dynamic market environment. This approach will be crucial in navigating the challenges and seizing the opportunities that 2024 is likely to present.

# Conclusion and Final Thoughts

As we conclude our exploration of the B2B Marketing Trends for 2024, it's evident that the landscape is undergoing rapid transformation, driven by technological advancements, changing market dynamics, and evolving customer expectations. The findings from our comprehensive survey provide a wealth of insights, highlighting key trends and strategies that are shaping the future of B2B marketing.

- **Adapting to Digital Markets:** The survey underscores the increasing importance of digital channels in the B2B sector. From the effectiveness of webinars and online events to the growing reliance on digital platforms like LinkedIn for content marketing and lead generation, the digital shift is unmistakable. The rise of AI and machine learning, predicted to be more prominent in 2024, is set to further revolutionize marketing strategies, making them more data-driven and personalized.
- **The Importance of Personalization and Quality Content:** The survey reveals a clear move away from broad, generic marketing tactics towards more targeted, personalized approaches. This shift is a response to the growing demand for relevant, high-quality content that resonates with the specific needs and challenges of the target audience. The increasing use of data analytics and AI is enabling marketers to tailor their content and strategies more effectively, leading to higher engagement and conversion rates.



- **Strategic Budget Allocation and ROI Focus:** The varied trends in budget evolution for 2024 reflect the need for strategic allocation and a strong focus on ROI. Whether maintaining, increasing, or decreasing their budgets, B2B marketers are looking to invest in high-impact areas, particularly digital marketing, and technologies

that enhance customer insights and experiences. The emphasis is on achieving greater efficiency and effectiveness in marketing spend, with a shift towards tactics that offer measurable returns.



- **Change and Continuous Learning:**

The research highlights the need for B2B marketers to stay abreast of industry trends and continuously adapt their strategies. The rapid pace of change in technology and customer preferences requires a commitment to ongoing learning and flexibility. Marketers who can effectively navigate these changes, leveraging new technologies and data insights while maintaining a focus on customer relationships, will be well-positioned to succeed.

- **Looking Ahead:** As we look towards the future, the key for B2B marketers is to balance innovation with proven strategies. The ability to adapt to changing market conditions, embrace new technologies, and continuously refine tactics in response to customer feedback will be crucial. In a competitive and rapidly evolving landscape, staying up-to-date and responsive to trends is not just advantageous – it's essential.

In summary, the 2024 B2B Marketing Trends survey paints a picture of a dynamic and challenging environment that is also full of opportunities for those willing to adapt and innovate. By embracing the latest trends, focusing on personalization and quality content, strategically allocating budgets, and committing to continuous learning, B2B marketers can navigate this landscape successfully, driving growth and building lasting customer relationships.

# About us

# About ContentPlus (Hungary)

We believe in the power of content, which connects and builds trust. B2B marketing is our passion. We founded our company in 2017 with several years of professional experience behind us.

We joined BBN – The World’s B2B agency, in 2021. Through BBN, we implement international campaigns and support our clients’ international expansion.

We strongly believe that in B2B marketing we can achieve significant results in the long term and only by understanding our clients’ problems and working closely with them. Today, buyers obtain 70-90% of their purchasing decisions independently before a physical meeting. Therefore we foster strong B2B brands by using content marketing and PR, primarily with digital tools, to build an emotional connection with the target group.

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# About Marco (Czech Republic)

## Your Gateway to B2B Marketing in Central and Eastern Europe

At Marco BBN, our mission is to sculpt the future of B2B marketing. With a blend of artistry and analytical precision, we craft marketing strategies that resonate on both a local and a global scale. By integrating pioneering MARTECH and bespoke know-how, we ensure that your brand stands out in the vibrant Central and Eastern European markets and beyond.

## Redefine Your Reach with Marco BBN

Embark on a journey with Marco BBN, a family-led beacon of progress since 1994. Our roots run deep in the heart of Europe, giving us the insight and flexibility to navigate the diverse landscapes of the CEE economies. As a key player within the BBN—The World's B2B Agency, we don't just bridge the gap—we help you own it.

## Our Invitation to Innovate

Ready to amplify your brand, unveil new products, or catalyze your lead generation? Connect with us. We're offering an exclusive, complimentary consultation to kickstart your campaign. Let's elevate your marketing performance and expand your reach.

## Embark on a Marketing Voyage with Us

Anticipating the opportunity to partner with you, we at Marco BBN are eager to explore the future of marketing together. Let's set the benchmark for success.

<https://marco.eu/en/>



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# About **STOICA** (Romania)

We are STOICA, a digital marketing agency helping B2B companies skyrocket their online presence and grow sustainably. For over 9 years, we've worked with startups, scale-ups, and organizations in Romania, Belgium, the UK, and the Netherlands. We work together with our clients' marketing teams, helping them leverage the power of design and technology to build marketing assets to grow long-term: a conversion-driven website, conversion funnels, and educational materials for their audience.

We're proficient in UX/UI design, website development, website strategy, and marketing platforms. At STOICA, people come first. As such, we focus on our colleagues' personal and professional development and on building long-term, trust-based partnerships with our clients. We understand that marketing and sales must work hand in hand to achieve business goals, and we are here to assist you and your marketing team on your journey.

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## Created in partnership with

# eMarketing Stars

We are a B2B marketing agency that focuses on generating demand through events. Any salesperson will tell you – the best relationships are built in face-to-face interactions. That is why we've put events at the core of our business. We've seen them work, deliver leads, and contracts, and turn customers into ambassadors. From building awareness to consolidating your reputation and strengthening relationships, events are relevant for a wide range of business objectives.

We work with businesses in tech and education from Europe, the Americas and Africa on their events and marketing strategies. Our services include event strategy (timing, concept, topics, speakers), event marketing, demand generation, marketing strategy & campaigns.

<https://emarketingstars.com/>

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Loves to discuss numbers and come up with strategies for standing out. Lights up when a B2B event is involved.

**Thank you**