

## **A REVIEW OF B2B DIGITAL MARKETING STRATEGIES THAT DID NOT PERFORM**

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### **Abstract**

Digital marketing strategies can help a company grow by promoting its products and services in front of customers through social media and other digital marketing strategies. Digital marketing strategies are critical to an organization's progress or success. However, due to unforeseen circumstances, these digital marketing strategies may fail at times. In-person events, cold outreach, traditional advertising, focusing on product features while ignoring customer experiences are examples of failed digital marketing strategies in the year 2020. These strategies failed for a variety of reasons. These strategies are explained in the following article, as well as the reasons for their failure.

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## Introduction

Digital marketing strategies are helpful for a company to grow its business by promoting its products and services in front of the customer using social media or many other digital marketing strategies. Digital marketing strategies play an important role in the progress or success of an organization. However, sometimes, these digital marketing strategies may fail due to some circumstances. The digital marketing strategies that have been failed in the year 2020 includes In-person events, Cold outreach, Traditional advertising, focusing on product features and neglecting the customer experiences. These strategies were failed due to various reasons. In the following article these strategies have been explained and the reasons of their failure have also been described.

As an AI language model, I do not have access to specific information on the success or failure of B2B digital marketing strategies in 2020. However, here are some B2B digital marketing strategies that may not have been as effective in 2020:

**In-person events:** With the COVID-19 pandemic, in-person events were cancelled or postponed, and many businesses had to pivot to virtual events. While virtual events have their benefits, they may not have been as effective as in-person events for some businesses.

**Cold outreach:** Many businesses may have found that cold outreach, such as cold calls or emails, was less effective in 2020 as people were more focused on dealing with the pandemic and may have been less receptive to unsolicited messages.

**Traditional advertising:** With people spending more time at home and online, traditional advertising methods such as billboards and print ads may not have been as effective in 2020 as they were in the past.

**Focusing on product features:** With the pandemic causing economic uncertainty, businesses may have been less interested in product features and more interested in the value a product or service can provide.

**Neglecting customer experience:** With more businesses moving online, customer experience became increasingly important in 2020. Businesses that neglected customer experience may have struggled to retain customers and attract new ones.

It's worth noting that the effectiveness of any marketing strategy can depend on a variety of factors, including the specific business, industry, and target audience.

### **Examples of Digital marketing strategies**

**In-person events:** Many trade shows, conferences, and other events were canceled or moved to a virtual format in 2020. For example, the Mobile World Congress, one of the largest tech events in the world, was canceled in 2020 due to the pandemic. Some businesses that relied on in-person events for lead generation and networking may have struggled to adapt to the virtual format.

**Cold outreach:** With many people working from home, businesses may have found it harder to reach decision-makers through cold outreach. For example, a B2B salesperson may have found it harder to get someone on the phone or respond to an unsolicited email.

**Traditional advertising:** With people spending more time at home and online, businesses may have shifted their advertising budgets to digital channels. For example, a B2B company that used to advertise in trade

publications or at physical events may have shifted to digital ads or social media.

**Focusing on product features:** With economic uncertainty, businesses may have been more focused on the value a product or service can provide. For example, a B2B software company that previously focused on product features may have shifted its messaging to emphasize how its software can help businesses save time or reduce costs.

**Neglecting customer experience:** With more businesses moving online, customer experience became increasingly important in 2020. For example, a B2B company that neglected its website or customer support may have lost business to competitors that provided a better online experience.

### **Industrial reports and Surveys:**

According to a survey by Bizzabo, a platform for virtual and in-person events, 93% of B2B marketers planned to host virtual events in 2020 due to the pandemic.

A report by McKinsey & Company found that B2B buyers shifted to digital channels in 2020, with the percentage of digital interactions increasing from 42% pre-pandemic to 60% during the pandemic.

In a survey by Demand Gen Report, 75% of B2B buyers said that the COVID-19 pandemic had a moderate or major impact on their purchase decisions, with a greater emphasis on value and ROI.

According to a report by HubSpot, a marketing software company, B2B marketers shifted their ad spending to digital channels in 2020, with 70% increasing spending on social media and 60% increasing spending on digital ads.

A report by Zendesk, a customer service software company, found that B2B companies that prioritized customer experience had a higher customer

retention rate and were more likely to generate positive word-of-mouth referrals.

### **Literature on digital marketing strategies**

"The State of B2B Marketing During COVID-19" by Content Marketing Institute

"COVID-19 and the B2B buyer" by McKinsey & Company

"The Impact of COVID-19 on B2B Marketing" by HubSpot

"B2B Buyers Survey: How COVID-19 is Impacting the B2B Buying Process" by Demand Gen Report

"COVID-19's Impact on B2B Sales: It's All About Agility" by Harvard Business Review

These resources provide insights into how the pandemic has affected various aspects of B2B marketing, including lead generation, customer experience, digital channels, and more.

The COVID-19 pandemic caused a significant disruption to businesses across industries, including B2B marketing. While some digital marketing strategies failed during this time, it's important to note that not all strategies failed and some actually thrived. The success of a particular digital marketing strategy during COVID-19 largely depended on the industry, audience, and specific approach.

For example, traditional B2B events and trade shows were cancelled or moved online, which forced marketers to pivot to other digital channels to reach their audiences. Companies that had already invested in digital marketing strategies prior to the pandemic were able to adapt more quickly to the changes and continue to generate leads and revenue.

On the other hand, companies that heavily relied on face-to-face interactions and in-person events may have struggled to generate leads and maintain customer relationships. Additionally, certain industries were hit

harder than others by the pandemic, which impacted the effectiveness of their digital marketing strategies.

Overall, the pandemic did present challenges for B2B digital marketing, but it also created opportunities for innovation and adaptation. Companies that were able to pivot their strategies quickly and effectively were able to succeed despite the challenging circumstances.

### **Statistics to prove failure of these strategies pre and post covid19**

There are statistics that suggest some B2B digital marketing strategies experienced decreased effectiveness during the COVID-19 pandemic, but it's important to note that the impact varied by industry and audience.

For example, according to a survey by Gartner, 61% of B2B marketing leaders saw a decrease in marketing-sourced leads during the pandemic, while only 15% saw an increase. The survey also found that 76% of B2B marketing leaders had to cancel or postpone marketing campaigns due to the pandemic.

In a report by Content Marketing Institute, 70% of B2B marketers said they had to adjust their content marketing strategy due to the pandemic, with 50% citing a decrease in content engagement as a challenge.

Similarly, according to a survey by MarketingProfs, 61% of B2B marketers said that lead generation was a challenge during the pandemic, while 58% said that customer retention was a challenge.

However, it's important to note that there were also success stories during the pandemic. According to a report by McKinsey & Company, some B2B companies were able to grow their revenue during the pandemic by leveraging digital channels and focusing on customer-centric strategies.

Overall, while statistics do suggest some strategies were less effective during the pandemic, the impact varied greatly by industry and approach. It's important for B2B companies to evaluate their own strategies and adjust as needed to navigate these challenging times.

### **Effect of B2B digital marketing strategies in India during this period**

The impact of B2B digital marketing strategies during the COVID-19 pandemic in India was significant, with some strategies experiencing both success and challenges.

According to a survey by LinkedIn, 87% of B2B marketers in India had to adjust their marketing strategy during the pandemic, with 67% citing budget cuts as a key challenge. Additionally, 50% of marketers in India said they had to cancel or postpone events due to the pandemic.

Despite these challenges, some B2B companies in India were able to leverage digital channels to reach their target audiences and continue generating leads and revenue. A report by McKinsey & Company found that some B2B companies in India were able to grow their revenue during the pandemic by focusing on customer-centric strategies and leveraging digital channels.

### **Conclusion**

In particular, digital channels such as social media, email marketing, and webinars were found to be effective during the pandemic, as they allowed companies to maintain customer relationships and generate leads without the need for in-person interactions.

Overall, the impact of B2B digital marketing strategies in India during the pandemic was similar to other regions, with some strategies experiencing challenges while others thrived. Companies that were able to adapt quickly and effectively to the changing environment were able to succeed despite the challenging circumstances.

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