

## **B2B DIGITAL MARKETING STRATEGIES THAT WORKED IN 2020: A REVIEW**

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### **Abstract**

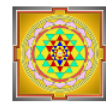
A digital marketing strategy is a collection of tactics and techniques used by businesses to promote their products or services via digital channels such as social media, email, search engines, and mobile apps. Some of the digital marketing strategies that worked out in the year 2020 have been explained in this articles which includes content marketing, Account based marketing, Social media marketing, video marketing and email marketing etc. Digital marketing strategies that are tailored to our specific business goals, target audience, and industry are the most effective. We can continuously optimise our tactics and drive more business success by developing a comprehensive digital marketing strategy and measuring the results.

### **Introduction**

A digital marketing strategy is a set of methods and procedures that is used by companies to sell their goods and services using online channels including social media, email, search engines, etc. Mobile search and applications. Several successful digital marketing tactics for 2020 have been covered in this article, including content marketing, account-based marketing, social media marketing,

video marketing, and email marketing, among others. The most successful digital marketing tactics are those that are customised to our unique business objectives, target market, and sector. We can continually improve our strategies and increase business performance by creating a thorough digital marketing plan and tracking the outcomes.

### **Content Marketing**



In 2020, content marketing continued to be a top B2B digital marketing strategy. Creating informative and engaging content that speaks to your target audience can help you build brand authority and establish trust with potential customers. Content marketing is a marketing strategy in which videos, podcasts, and articles are created and shared on social media with a broad audience. This marketing strategy aids in the market promotion of various brands. It assists businesses in increasing sales and profits. Furthermore, it is a cost-effective strategy because the company can advertise and promote its products and services by sharing videos and articles about the company's products and services. It is critical to create content that resonates with your target audience and assists them in solving a problem or meeting a need.

Some of the benefits of content marketing include:

**Increase Brand Awareness:** By creating valuable content on a consistent basis, you can position

your brand as a thought leader in your industry and raise awareness among your target audience. your money.

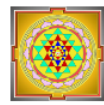
**Increase engagement:** By providing your audience with useful and relevant content, you can help them build relationships with you, leading to higher engagement and increased engagement. loyalty.

**More Conversions:** By providing useful information and resources to your audience, you can build trust and credibility, increasing the likelihood that they will choose your product or service. rather than a competitor's product or service.

Overall, content marketing is an effective method of attracting and retaining customers by providing them with valuable content that meets their needs and assists them in achieving their objectives.

### **Account-Based Marketing (ABM)**

ABM is a targeted approach that involves creating personalized marketing campaigns for specific accounts or individuals. This approach can be particularly



effective for B2B businesses that have a small pool of high-value clients.

ABM is a B2B marketing strategy that focuses on targeting and engaging specific accounts or businesses rather than individual leads. The goal of account-based marketing is to identify the key accounts that are most likely to become long-term, high-value customers, and then tailor your marketing and sales efforts to meet your specific needs.

ABM is a highly personalized sales and marketing strategy that focuses on developing relationships with target account decision makers. This may entail creating personalized content and messages, running targeted advertising campaigns, and organizing personalized outreach events such as meetings or live events.

Some of the benefits of account-based marketing include:

**Higher Conversion Rates:** By concentrating your efforts on a small number of high-value accounts, you can increase your

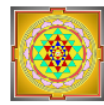
chances of converting them into customers.

**Improve customer retention:** You can better serve and retain key accounts by developing strong relationships with them and understanding their unique needs and challenges. Customers who have been with us for a long time.

**Better marketing-sales alignment:** ABM necessitates close collaboration between marketing and sales teams, which can result in better alignment and a more effective overall strategy.

**Improve ROI:** Because ABM focuses on high-value accounts, the ROI of your marketing and sales efforts can be significantly higher than with a more traditional approach.

Overall, account-based marketing is a good strategy for B2B companies that want to target specific accounts and develop long-term relationships with high-value customers. You can increase your chances of success and achieve a higher return on investment by tailoring your sales and marketing



efforts to meet the unique needs of these accounts.

### **Social Media Marketing**

B2B marketers must use social media to connect with their target audience. Social media platforms such as LinkedIn and Twitter were especially effective in 2020 for B2B businesses seeking to reach decision-makers and build relationships with potential customers.

Here are some benefits of social media marketing:

**Raise brand awareness:** Through content sharing and engagement, social media platforms allow you to reach a large audience and build brand recognition.

**Targeted Advertising:** Social media advertising allows for highly targeted campaigns based on demographics, interests, and behaviours, among other things.

**Increase Website Traffic:** By sharing content and driving traffic to your website, social media can help boost your website's visibility and search engine rankings.

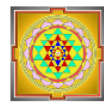
### **Increase customer engagement:**

Social media provides a two-way communication platform with customers and prospects, allowing for personalised interactions and relationship building.

A strategic approach to social media marketing is required, which includes developing a content strategy, defining a target audience, setting goals, and measuring performance. It also necessitates continuous monitoring and management to ensure that content remains relevant and engaging and that ad campaigns are optimised for performance.

### **Video Marketing**

Video content continued to be a popular trend in 2020, and it is expected to continue to grow in popularity in the coming years. B2B businesses can use video content to showcase their products or services, share customer testimonials, or provide educational content. Video marketing's goal is to engage and inform viewers, raise brand awareness, and increase customer engagement and sales.



Here are a few advantages of video marketing:

**Increase participation:** Videos can be more engaging and memorable than other types of content, resulting in greater viewer engagement and retention.

**Raise brand awareness:** Because video content can be shared across multiple platforms, it can aid in increasing brand awareness and reach.

**Higher Conversion Rate:** Videos can help effectively communicate the benefits of a product or service, resulting in higher conversion rates.

**Better SEO:** Video content can boost search engine rankings and increase website traffic, resulting in increased visibility and SEO performance.

**Better Customer Relationships:** Video can aid in the development of trust and stronger customer relationships, which can lead to increased customer loyalty and retention. A strategic approach to video marketing is required, which includes developing a content strategy, defining a target

audience, and measuring performance. It is also necessary to be able to create high-quality, engaging, and informative video content. However, as video production tools and platforms become more widely available, video marketing is becoming more accessible and affordable for businesses of all sizes.

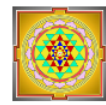
### **Email Marketing**

Email marketing remains a tried-and-true strategy for B2B businesses. In 2020, email campaigns that were personalized and targeted to specific segments of your audience were particularly effective. Additionally, businesses that used automation to send targeted messages at specific times in the customer journey saw a significant impact on their results.

Some of the benefits of email marketing include:

**Increased reach:** Email allows you to reach large audiences quickly and cost-effectively.

**Better Targeting:** Email enables highly targeted campaigns based on demographics, interests, behaviours, and more.

**Increase customer engagement:**

Email provides a direct line of communication with customers and allows for personalized relationship building and interactions.

**Increase Sales and Revenue:**

Email can help drive sales by promoting products or services, offering discounts and personalized offers.

**Better Insights:** Email marketing provides valuable data and insights into customer behaviour, preferences, and responses that can inform business and marketing decisions.

Email marketing requires a strategic approach, including developing a content strategy, defining a target audience, and measuring performance. It also requires the ability to create engaging and effective email campaigns to attract subscribers and drive results.

Overall, email marketing can be a powerful tool for building customer relationships, increasing sales, and driving business results when done effectively.

Overall, these B2B digital marketing strategies have been proven to be effective in driving business growth and generating leads. It's important for businesses to incorporate a mix of these strategies in their overall marketing approach to maximize their impact.

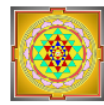
The COVID-19 pandemic has had a significant impact on the economy and businesses in India, including the digital marketing landscape.

**Here are some ways in which the situation changed during the pandemic:**

**Increased digital adoption:** The pandemic led to a surge in online activity as people were forced to stay at home. This resulted in increased digital adoption, with more people using digital channels for work, education, shopping, and entertainment. This created new opportunities for businesses to connect with customers through digital marketing.

**Changes in consumer behaviour:**

The pandemic also led to changes in consumer behaviour, with



people prioritizing essential products and services and reducing discretionary spending. This created challenges for businesses that were heavily reliant on traditional marketing methods, such as events and outdoor advertising.

**Shift to e-commerce:** With physical stores closed or operating at limited capacity, many businesses shifted their focus to e-commerce to reach customers. This resulted in increased competition in the e-commerce space and an emphasis on improving digital customer experiences.

**Increased focus on health and safety:** The pandemic also led to an increased focus on health and safety, with businesses investing in measures to protect employees and customers. This created new

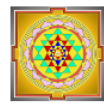
opportunities for businesses to differentiate themselves by showcasing their commitment to health and safety in their digital marketing efforts.

**Budget cuts:** The economic impact of the pandemic led many businesses to cut back on their marketing budgets, leading to a more competitive landscape and an emphasis on ROI-driven strategies.

Overall, the COVID-19 pandemic has accelerated the shift to digital in India and created new challenges and opportunities for businesses in the digital marketing space. These citations demonstrate the significant impact that the pandemic had on the Indian digital marketing landscape and the resulting changes in consumer behaviour, business strategies, and marketing channels.

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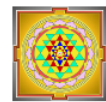
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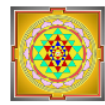
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