


Abbreviated Summary | February 2022

# 2022 B2B Marketing Trends Survey

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This abbreviated summary highlights some of the most significant findings of ITSMA's 2022 *B2B Marketing Trends Survey*. A more in-depth analysis can be found in the full report: <https://www.itsma.com/research/itsmas-2022-b2b-marketing-trends-survey/>

# Introduction

## Make 2022: The year of marketing enablement

Marketing enablement is empowering, supporting, and facilitating marketers so they can be successful in their roles. It involves technology, tools, training, and flexible and efficient ways of working.



B2B marketing stepped up and delivered for the second year in a row and was a critical driver of strategic growth during the COVID crisis **#ITSMA22**

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Marketing continues to step up and deliver for their organizations. At the beginning of the COVID crisis and even as we continue to live and work through the long-tail of the pandemic, marketing has proven to be a critical driver of strategic growth.

As we enter 2022, marketing is focused on the three priorities that matter most to business success:

- Building brand and reputation
- Deepening relationships
- Growing revenue.

To make headway on these three priorities, it's vital for marketing to build upon its elevated position and perception in the organization and not fall back into marketing as usual. However, this is no easy task. Being a marketer today is challenging and unpredictable, as the job—and the marketplace—is filled with uncertainty.

Looking at the data from the 2022 Marketing Trends survey, we see two major challenges

marketers must address if they are to continue to hold an esteemed position within the organization:

1. **Digital transformation.** Despite the pandemic being an accelerant for digital transformation, many companies are still woefully behind in where they are and where they should be compared to others in moving down the path of digital transformation.
2. **Talent acquisition, development, and retention.** Marketing organizations are facing difficulty finding and keeping talent to do the work that is needed to transform.

Marketing enablement is the path to overcoming these two challenges.

Some organizations are doing things differently when it comes to marketing enablement, and they are outperforming their peers.

Thus, a strong focus on marketing enablement in 2022 will be critical to those organizations that want marketing to drive strategic growth.

Marketing stepped up and delivered for the second year in a row...

...and was a critical driver of strategic growth during the COVID crisis

In 2022, marketing is focused on the three priorities that matter most to business success

Reputation

Relationships

Revenue



To build upon its elevated position, marketers must address two key challenges:

- Marketing's digital transformation
- Talent acquisition, development, and retention

**Marketing enablement is the path to overcoming these two challenges.**

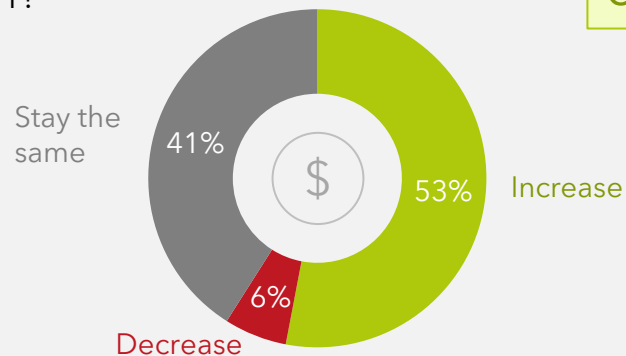
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## Marketing budgets and staff at most organizations are growing or holding steady

In FY2022, do you expect your **marketing budget** to increase, decrease, or stay the same when compared to FY2021?

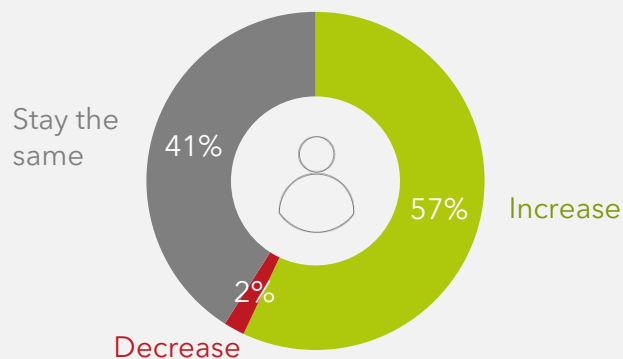
% of respondents (N=49)



Average:  
5.4%

What changes do you anticipate in your **marketing staff** in FY2022 (includes direct employees, staff augmentation contractors/associates, and marketing interns)?

% of respondents (N=49)

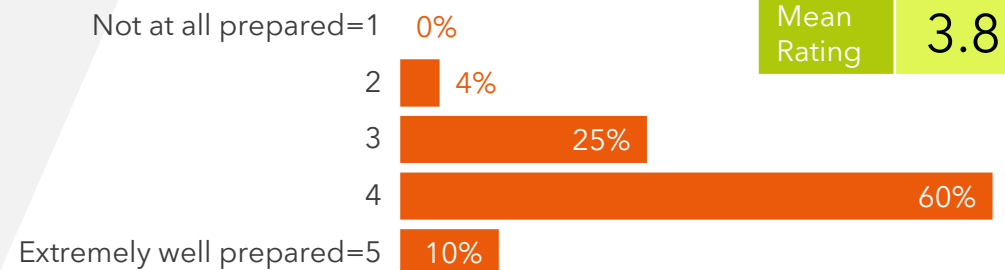


Average:  
4.9%

## And most marketers are ready to take on 2022

In your opinion, how well prepared is your marketing organization to take on the challenges of the next 6-12 months as new COVID variants emerge, inflation increases, supply chains disrupt, and so forth?

% of respondents (N=48)

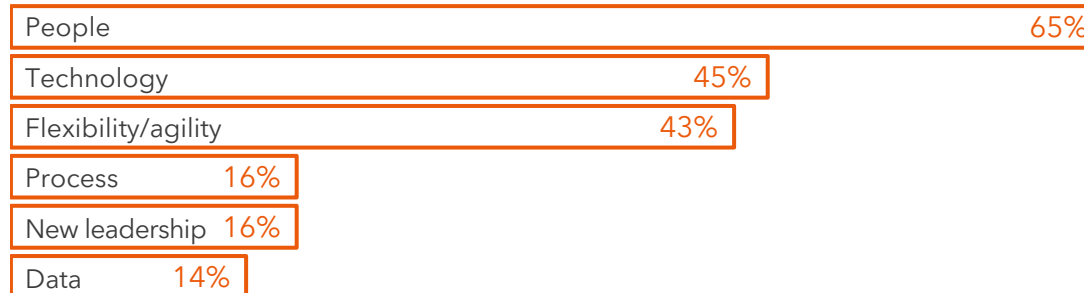


Note: Mean rating based on a 5-point scale where 1=Not at all prepared and 5=Extremely well prepared.

## Enabling marketing teams to fully leverage technology with agility will be critical to success

Which two factors will contribute most to your level of preparedness?

% of respondents (N=49)

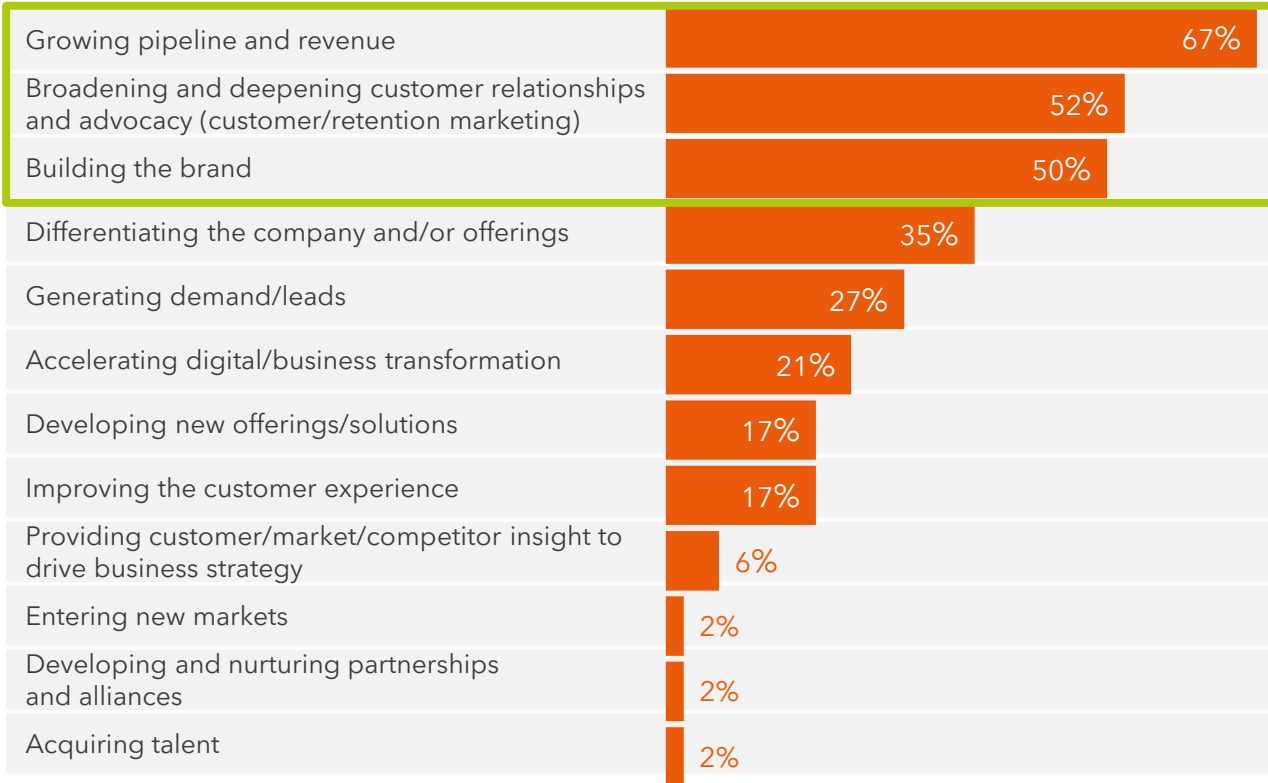


Note: Up to two responses allowed.

Source: ITSMA, 2022 B2B Marketing Trends Survey

# Marketing's top business objectives show a strong balance among the 3 Rs

As you look ahead to 2022, which of the following would you say are marketing's top three business objectives? % of respondents (N=48)



Note: Up to three responses allowed.  
Source: ITSMA, 2022 B2B Marketing Trends Survey

With ABM, marketers seek improvement in all 3 Rs of strategic marketing, not just revenue

% reporting **improvement** from ABM (N=183)

40%      73%      65%

Reputation

Relationships

Revenue



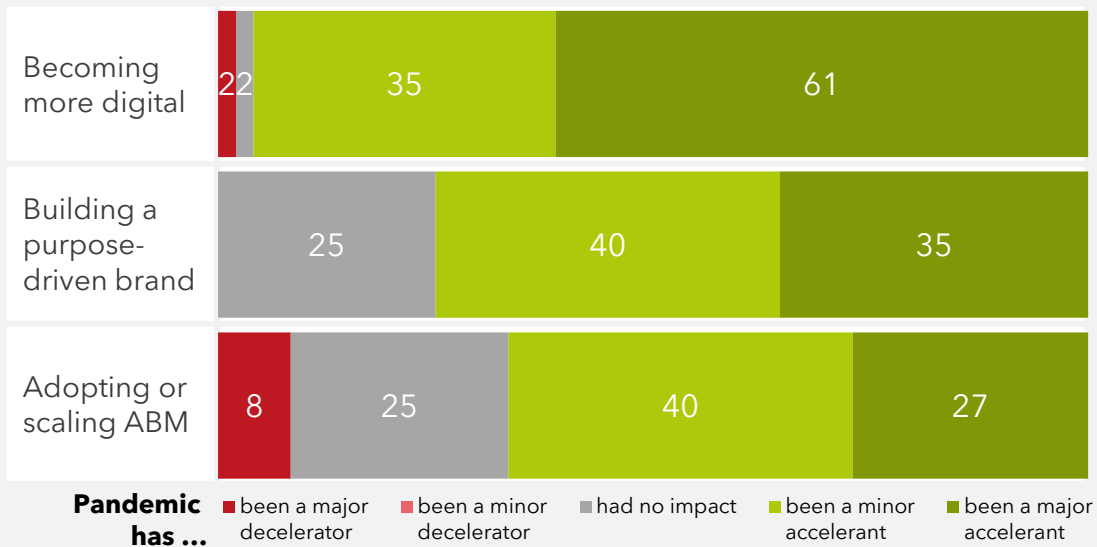
To build upon its elevated position, marketers must address two key challenges via marketing enablement:



## Marketing's digital transformation

Despite the pandemic being an accelerant for digital transformation, many companies are still woefully behind

To what extent has the pandemic accelerated or decelerated these trends in your marketing organization? % of respondents (N~47)

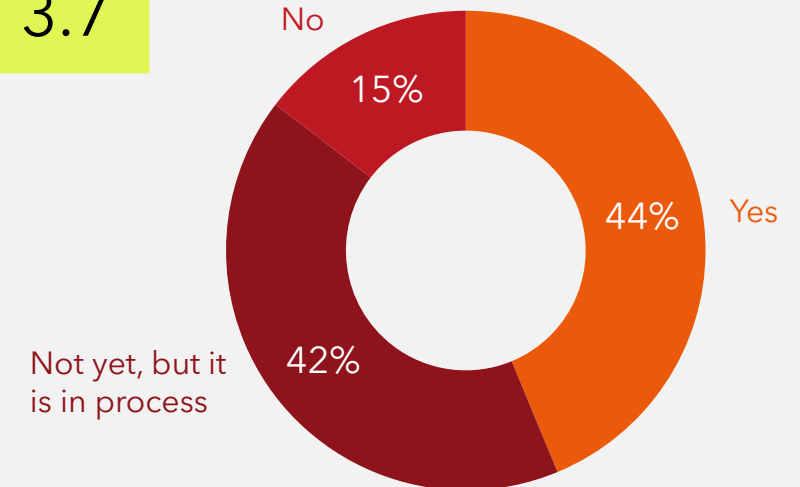


## Talent acquisition, development, and retention

Many marketing organizations are facing difficulty finding talent, have yet to define career paths, and overall, training days are limited

Does your marketing organization have defined career progressions or career development plans? % of respondents (N=48)

Average # training days  
**3.7**



# What are the high performers doing differently?

## High performers do **not** have

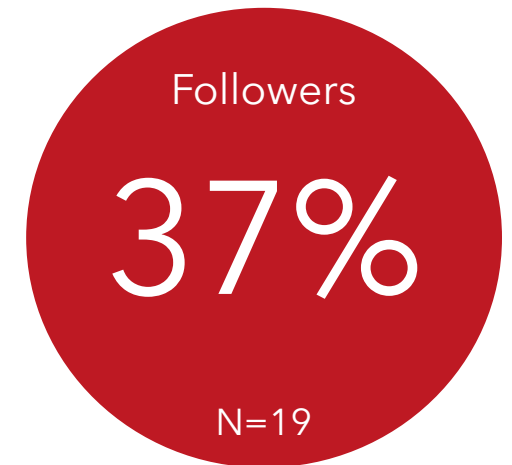
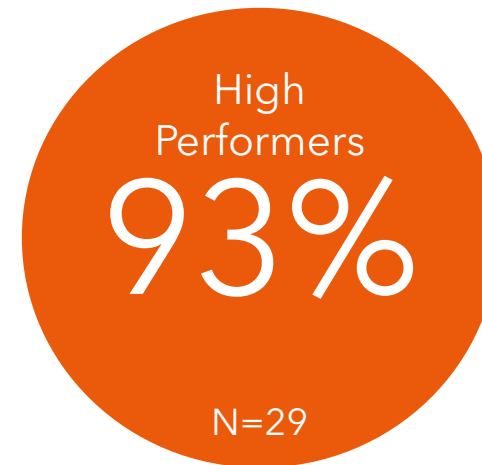
- Different marketing **priorities** or business objectives
- **Larger** budgets

## High performers **do** have

- A strong lead in the **digital transformation** journey
- A greater focus on **talent** management

Consequently, the high performers are better prepared for what 2022 will throw at them

Well- or extremely well-prepared for the future





## The good news:

- Most marketers are prepared to take on the challenges of 2022
- Budgets and staff are increasing
- Marketing is prioritizing the business objectives that matter most: the 3 Rs
- We are entering a new era of brand building

## Challenges:

- Some marketing organizations are falling behind in digital transformation
- Talent acquisition and retention are top pain points
- Many are underinvesting in talent development
- Ad hoc marketing enablement is preventing marketers (and their companies) from reaching their full potential



# Methodology and demographics

## Web-based survey

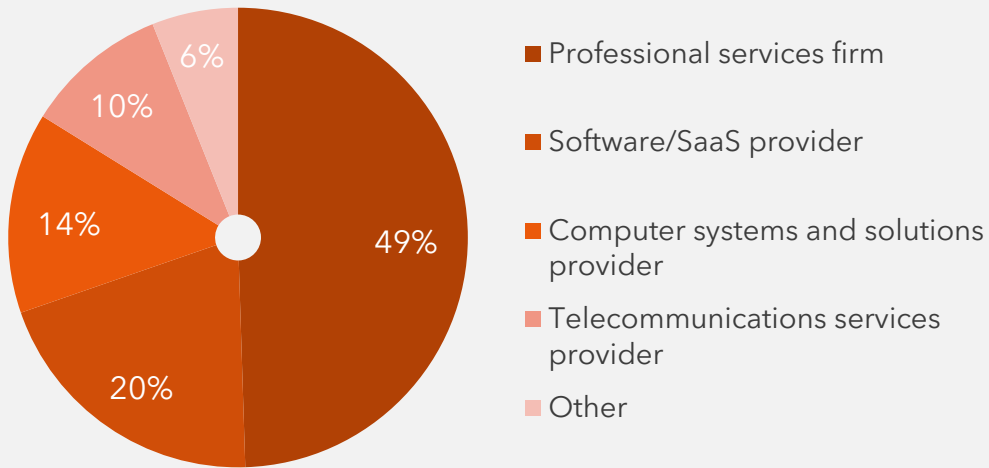


Survey invitations were emailed December 2021 through January 2022 to ITSMA member and select non-member companies



49 participating companies

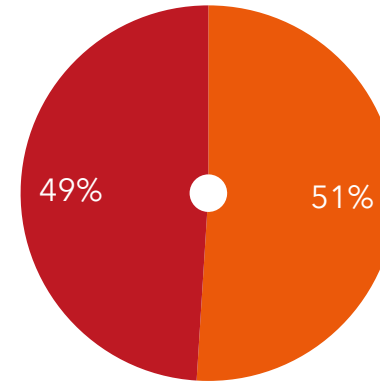
## Which of these categories best describes your industry subsector?



Source: ITSMA, 2022 B2B Marketing Trends Survey | % of respondents (N=49)

## Type of company

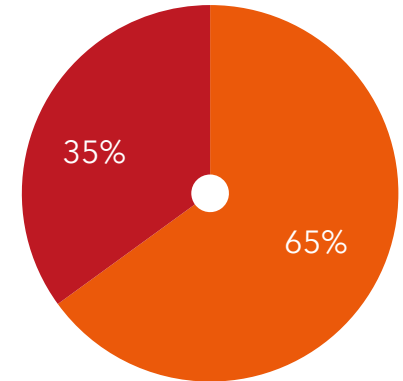
We primarily sell services (<10% revenue from products)



We sell both products and services

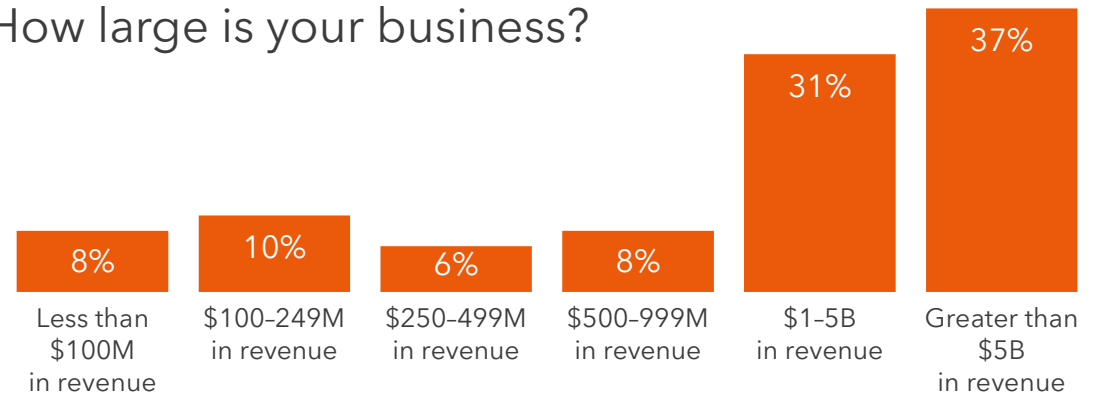
## Respondents' perspective

A specific business unit or division



Entire company

## How large is your business?



# Want to learn more?

Here's what is included in the full study:

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The full report is available at no additional fee to ITSMA member companies that participated in the study. Non-member companies that participated in the study are eligible to receive an Executive Summary. For non-participating companies, this report is available for sale at member and non-member prices. <https://www.itsma.com/research/itsmas-2022-b2b-marketing-trends-survey/>

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## For more information



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