



Search Performance Brief

“b2b marketing trends”

Content Marketing Strategist Notes

Asset Type: (New or Reoptimized) (Blog or Landing Page)

Re-opt Blog:

<https://www.brafton.com/blog/strategy/11-exciting-b2b-marketing-trends-you-need-to-know-for-2018/>

Asset Summary:

Answer the following questions:

- What does the client do?
 - Content marketing solutions for brands across a variety of industries.
- How would you describe this asset in 1-2 sentences?
 - We need this updated for 2021.
- Why did you choose this keyword?
 - Search volume, relevance to the audience, difficulty, clicks per search, and traffic potential.
- How does the asset fit into the broader strategy?
 - This article will extend our reach and organic search presence. It will be shared on social and in our email newsletter.
- Who is our ideal reader?
 - Marketing strategists and specialists who are looking to improve the results their sites are generating.
- Where will the new or updated content live on the website?
 - Blog.

Initial Research

1. Target Keyword: b2b marketing trends
 - a. Search Volume: 140
 - b. Keyword Difficulty: 66%
 - c. Competition Score: 0.22
 - d. CPC: \$12
 - e. KW Intent: Informational.

2. Domain Authority: 63

3. Current Ranking (if applicable):
4. Geographic Audience: Americas.
5. Featured Snippet?: Y/N
6. Predicted Searches (top 3)
 - a. b2b marketing trends 2020
 - b. b2b marketing trends post covid
 - c. b2b marketing trends covid
7. Related Searches (top 3)
 - a. Marketing tools
 - b. B2B companies
 - c. B2B marketing strategy book
8. People Also Ask
 - a. What are the three trends affecting B2B marketing?
 - b. What is an example of B2B marketing?
 - c. What are the four B2B markets?
 - d. What is B2B marketing strategy?
9. Local Pack
 - a. None.
10. Knowledge Panel
 - a. None.
11. Featured Video
 - a. None.

Target Word Count: 1500

Links to Pages - Internal + External

Identify any internal links that the writer should strive to include so as to encourage further user engagement with the website, as well as any external links to sites/resources that we wish to include in our piece of content.

- <https://www.brafton.com/blog/strategy/what-is-account-based-marketing-and-is-it-right-for-you/>
 - <https://www.brafton.com/blog/seo/google-maps-marketing-for-b2b-brands-what-you-need-to-know/>
 - <https://contentmarketinginstitute.com/2020/09/b2b-industry-benchmarks-budgets-trends-research/>
 - <https://www.marketingprofs.com/charts/2021/44190/how-the-pandemic-has-affected-account-based-marketing>
 - <https://www.emarketer.com/content/us-b2b-digital-advertising-2020>
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Consultant Notes

Headline Suggestion(s): “# B2B Marketing Trends to Watch for in 2021”

- **Page Title:** # B2B Marketing Trends to Watch for in 2021
- **Sample Meta Description:** Get up to speed on search trends, influencer and email marketing, retargeting, automation, social media and so much more.
- **Target Content Score:** 38
 - **Current Content Score (if applicable):** N/A - complete rewrite.

Keywords to Include

TIER 1 KEYWORDS	TIER 2 KEYWORDS	TIER 3 KEYWORDS
marketing	B2b marketing trends	B2b marketer
customer	B2b marketing	Marketing automation
	Content marketing	B2b marketing trend
	Digital marketing	Marketing strategy
	Social media	B2b buyers
	influencer	B2b content
	brand	Customer experience
		Account based marketing
		Predictive analytics
		Omnichannel marketing
		Interactive content
		Video marketing
		Brand awareness



		Augmented reality
		Marketing channels
		Agile marketing

Subtopics to Address

TIER 1 SUBTOPICS	TIER 2 SUBTOPICS
Content marketing	
Social media marketing	
Influencer marketing	
Marketing automation	
Account based marketing	
Video marketing	
Interactive content	
VR/Augmented Reality	
Agile marketing	
Brand awareness	
Customer experience	

Questions to Answer

TIER 1 QUESTIONS	TIER 2 QUESTIONS
What are the most important B2B marketing trends for 2021?	Why should marketers care about this trend?



	How can marketers take advantage of this trend?

Additional Observations/Notes

This post is updated annually, so should include the most recent information and trends for 2021. Please reference respected industry reports and provide details about each specific trend highlighted throughout the piece.

Featured Snippet Guidance

There is no Featured Snippet for this keyword. Please address some of the PAA questions in the content.

Top Ranked URLs

URL	CONTENT TYPE	DOMAIN AUTHORITY
https://www.circlesstudio.com/blog/2021-b2b-marketing-trends/	Blog	40
https://www.brafton.com/blog/strategy/11-exciting-b2b-marketing-trends-you-need-to-know-for-2018/	Blog	63
https://www.toprankblog.com/2020/01/digital-marketing-trends-2020/	Blog	70
https://marketinginsidergroup.com/	Blog	64

com/content-marketing/2021-b2b-marketing-trends/		
https://www.smartinsights.com/b2b-digital-marketing/b2b-strategy/b2b-marketing-trends/	Blog	80
https://altitudemarketing.com/blog/2020-b2b-marketing-trends/	Blog	36
https://www.marketingpros.com/articles/2020/44051/marketingpros-top-10-b2b-marketing-trends-and-predictions-for-2021	Blog	74
https://www.business2community.com/b2b-marketing/15-b2b-marketing-trends-you-cant-ignore-in-2021-02347660	Blog	86
https://blog.adobe.com/en/publish/2020/01/19/own-the-moment-b2b-marketing-trends-for-2020.html	Blog	97
https://www.searchenginejournal.com/b2b-marketing-trends/344732/	Blog	91

Outline

- Intro
- **Subhead 1 - "1. Account-based marketing"**
 - How effective is ABM? How popular is it?
 - Target audience
- **Subhead 2 - "2. Marketing automation"**
 - Why is marketing automation a growing trend in 2021?
 - Marketing automation tools
- **Subhead 3 - "3. Customer experience"**
 - How is the customer experience changing in 2021?
 - B2B buyer
- **Subhead 4 - "4. Artificial intelligence"**
 - How is AI used in marketing? In search?
 - Search engine
- Conclusion