



In partnership with *Clarity*

2023 B2B MARKETING TRENDS IN TECH & SAAS

FINITE, the private, global community for B2B marketers in tech and SaaS, delivers new research on B2B technology marketing trends in 2022, in partnership with global marketing and communications agency, Clarity.

December 2022

There's no doubt the tech industry lies on shaky ground as it heads into 2023. Throughout 2022 our FINITE members have reported lay-offs, budget cuts and anxiety around their own careers.

However, in this year's B2B tech marketing trends report we can see that, despite setbacks, our respondents remain tenacious and optimistic.

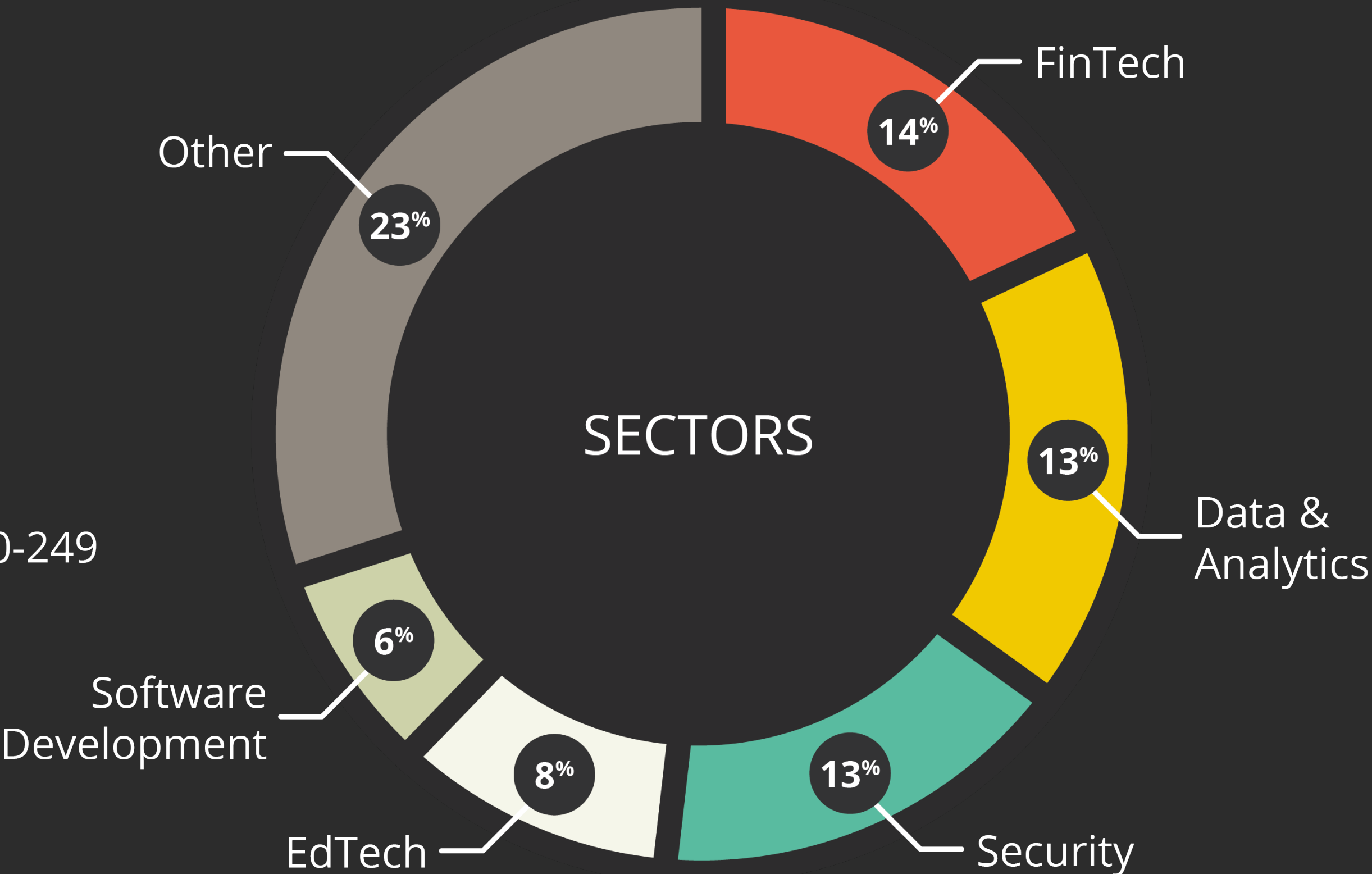
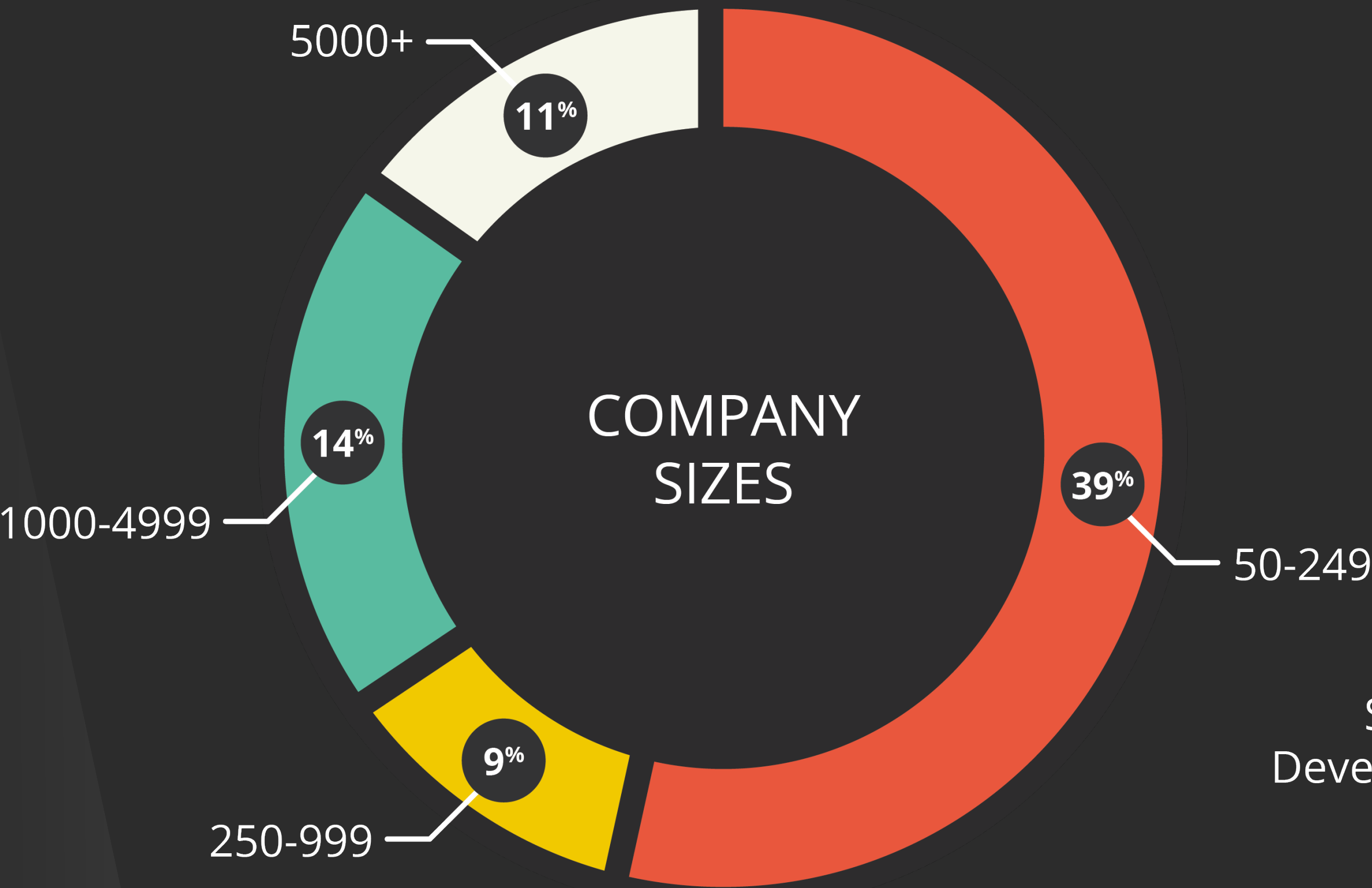
We're getting better at measuring ROI, thinking long term about the relationship between brand and performance, and choosing the right MarTech to support our strategies. As more tech organisations realise the value of retaining marketing investment throughout a recession, we expect 2023 to be another year marked by optimisation, resilience and learning.

If you're interested in connecting with 2000+ other B2B tech and SaaS marketers, to hear more insights, advice and commentary on the current landscape, we'd love to have you in our community. Head to finite.community/membership to join.

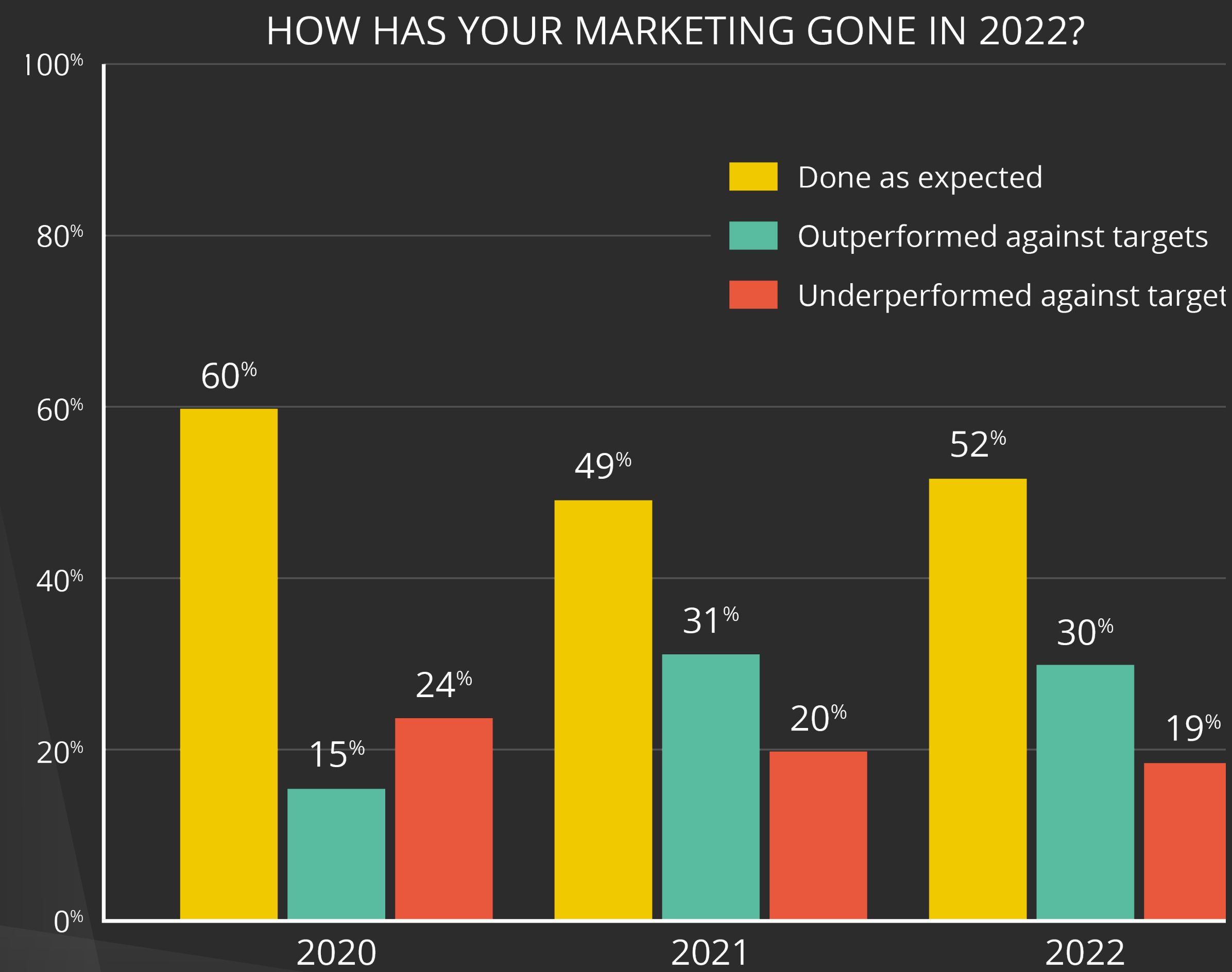
Alex Price
Founder, FINITE



COMPANY SIZES AND SECTORS OF B2B TECH AND SAAS MARKETERS SURVEYED



81% OF B2B TECH MARKETERS MET OR OUTPERFORMED AGAINST THEIR TARGETS IN 2022



Over the past three years, the vast majority of B2B technology marketers have reached or outperformed their yearly targets.

Whether this success can be attributed to expectation management and accurate forecasting, a continuous improvement of tactics and strategies, better measurement, increasing support from the c-suite or higher budgets, no matter the reason, we keep seeing the amount of under-performances decreasing.

As per this trend, we expect the number of marketers hitting their targets to increase even more, as information sharing and peer support becomes more commonplace in the industry.

HOW HAS B2B MARKETING EVOLVED IN 2022?

"More emotional less rational."

"More noise in an already saturated market. great to see more teams moving away from outdated MQL models."

"It's become more personable, human and focussed on relationship building."

"Working with people and not just thinking of tech and digital has become more important than ever."

"We're seeing a retrench from ABM back to 'older fashioned' lead gen."

"It has moved away from lead generation being the answer to almost everything."

"Simplifying tech stacks and centralising data."

"More emphasis on agility to meet the changing landscape and economy."

"Brand strategy is becoming a differentiating factor for many tech companies."

"It's becoming more humanised and less 'official' in the way B2B tech brands approach customers, promote themselves and build relationships with clients. The language itself has become more casual and more tech vendors are taking guerrilla style approaches to stand out from the crowd."

72% OF B2B TECH MARKETERS ARE OPTIMISTIC ABOUT THEIR STRATEGY AND GOALS FOR 2023

"What's causing the overwhelming optimism during such uncertain times? Is it blind faith, or an evidence-driven strategy? Fortunately, as we'll see later in the paper, it's the latter.

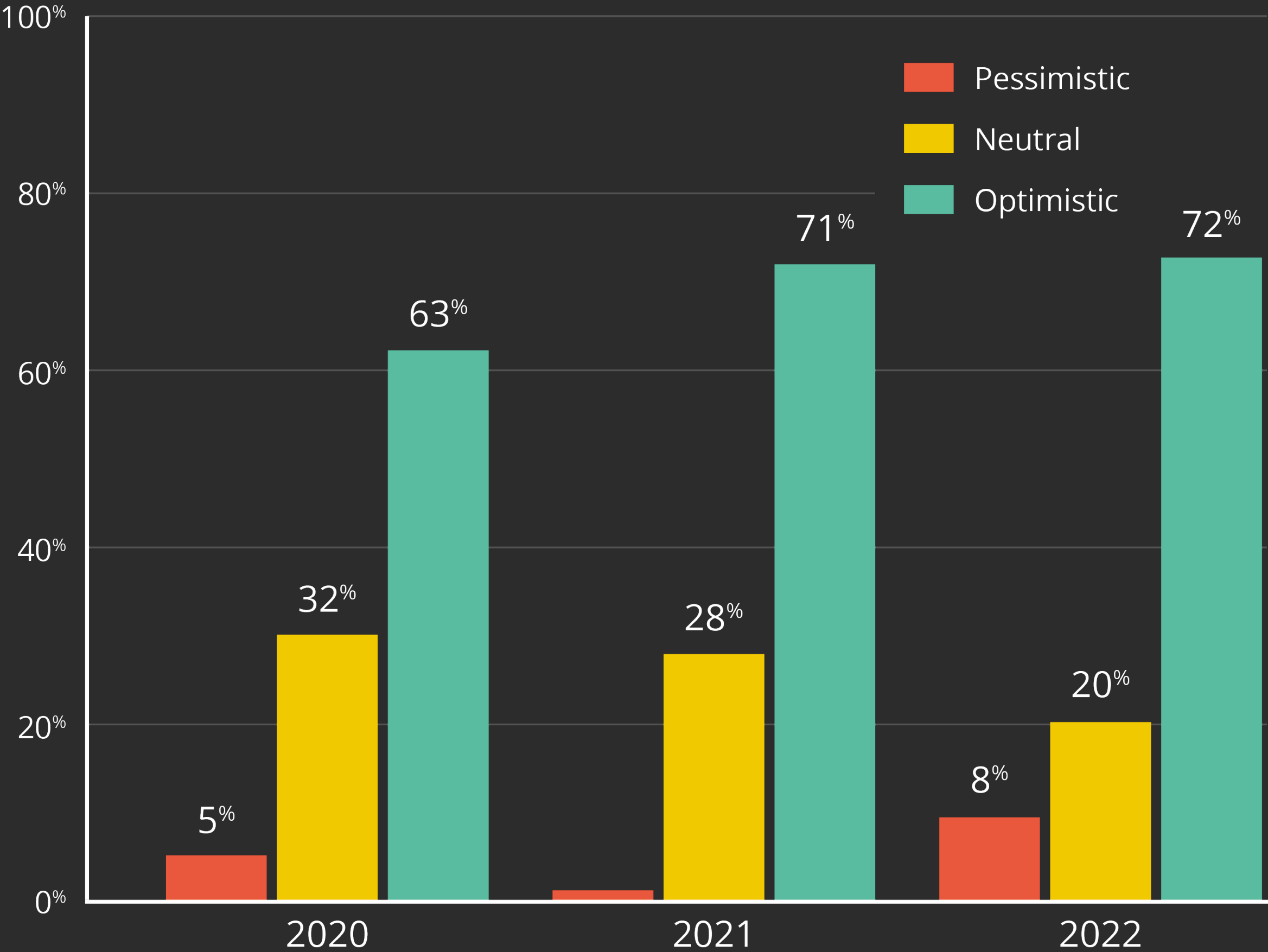
"The majority of B2B tech marketers have segmented their audience, defined their target and brand position, and are confidently taking these messages to market.

"For those that haven't, there's even more reason to fear the worst..."

Alex Judd
Head of Impact and Planning
Clarity

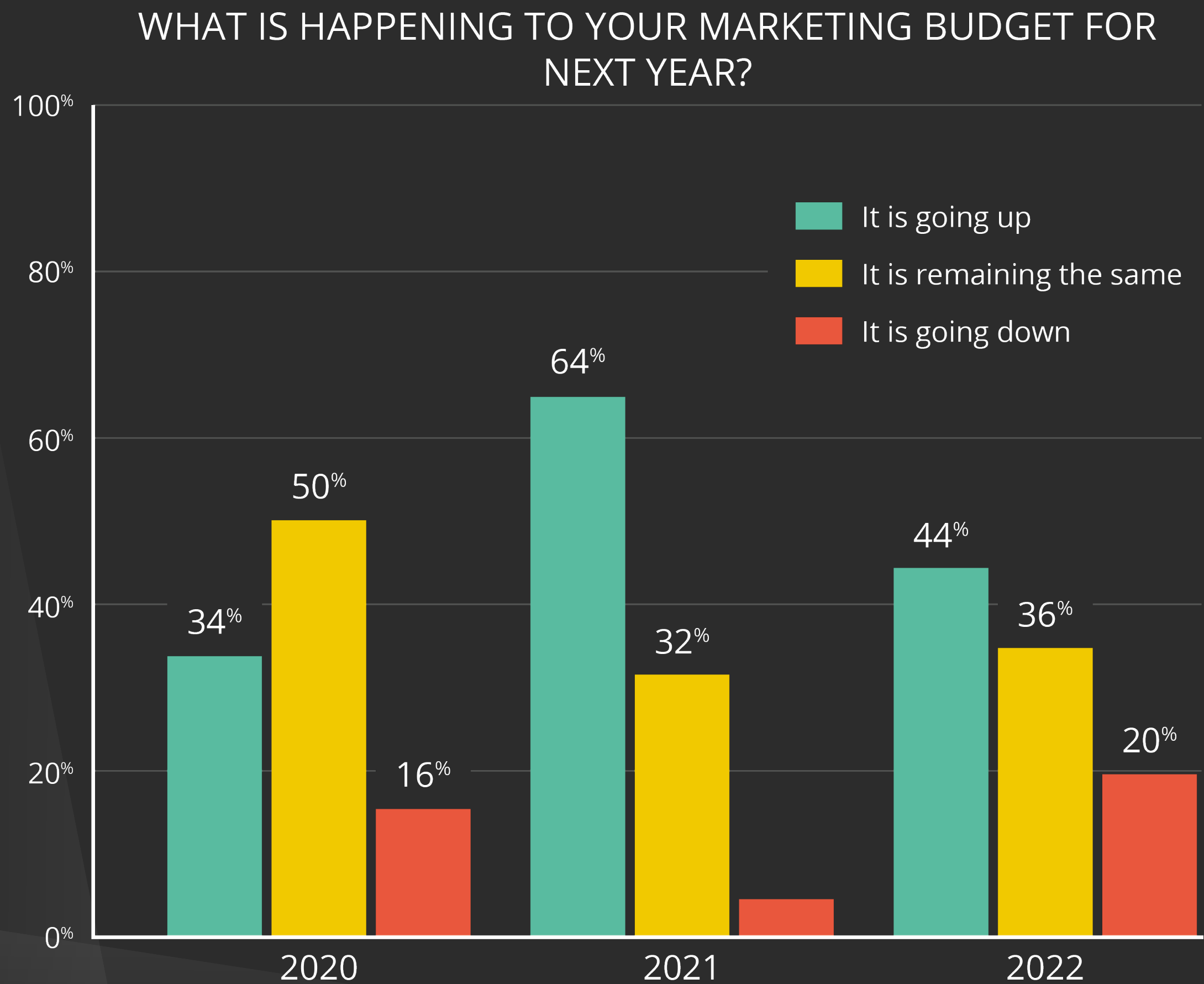


HOW DO YOU FEEL ABOUT YOUR MARKETING STRATEGY AND GOALS FOR NEXT YEAR?



BUDGETS

ONE FIFTH OF B2B TECH MARKETING BUDGETS ARE DECREASING IN 2023



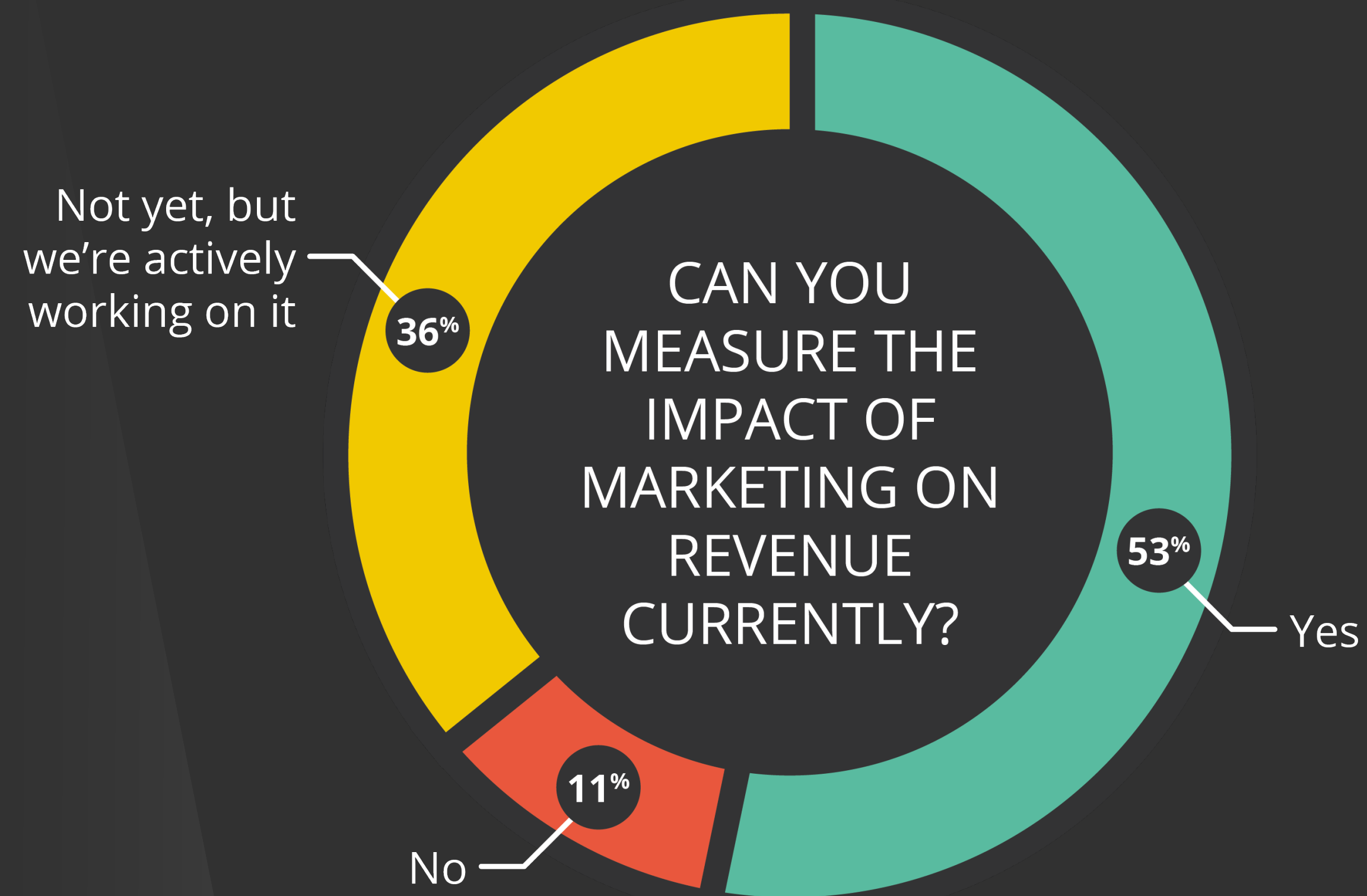
OVER TWO THIRDS OF B2B TECH MARKETERS STATE THEIR BUDGET HAS BEEN AFFECTED BY AN UNCERTAIN ECONOMIC CLIMATE

Historically, marketing has been the first on the chopping block when businesses are faced with a looming economic downturn. It seems the B2B tech space in 2023 is no exception, as 20% of marketers state their budget has decreased heading into the new year.

There is evidence that ramping up demand generation and brand marketing throughout a recession reaps long term reward, and we wonder whether marketers should further advocate for their function to invest in growth despite economic slowdown.

ATTRIBUTION

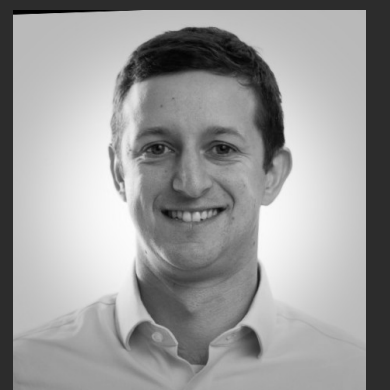
53% OF B2B TECH MARKETERS CAN MEASURE THE IMPACT OF MARKETING ON REVENUE, AND 36% ARE ACTIVELY WORKING ON IT



“In the current economic climate, marketers are facing increased scrutiny regarding the impact of marketing activities on revenue, so it’s no surprise that a greater proportion claim to be able to do so compared to a year ago. With an expected increase in investment for 2023 in reporting technology, more marketers are hoping to join that club. Marketers will also be looking to support deal acceleration further down the funnel; ensuring that these activities obtain attribution will drive increased collaboration with sales teams and opens up new fruitful horizons for marketing.

“Marketing teams with robust attribution models that are understood and trusted by internal stakeholders from other teams will thrive due to their ability to gain buy-in for their forward-looking plans. Teams that are able to use their attribution framework to identify funnel blockages or deviations from expected results are in a great position to make valuable improvements. Furthermore, teams that can identify attribution journeys that result in greater lead velocity or higher average deal size will gain greater clarity on high performing campaign types that they should prioritise.”

Matthieu Baril
Marketing Operations Lead, EMEA
Qualtrics



MARTECH

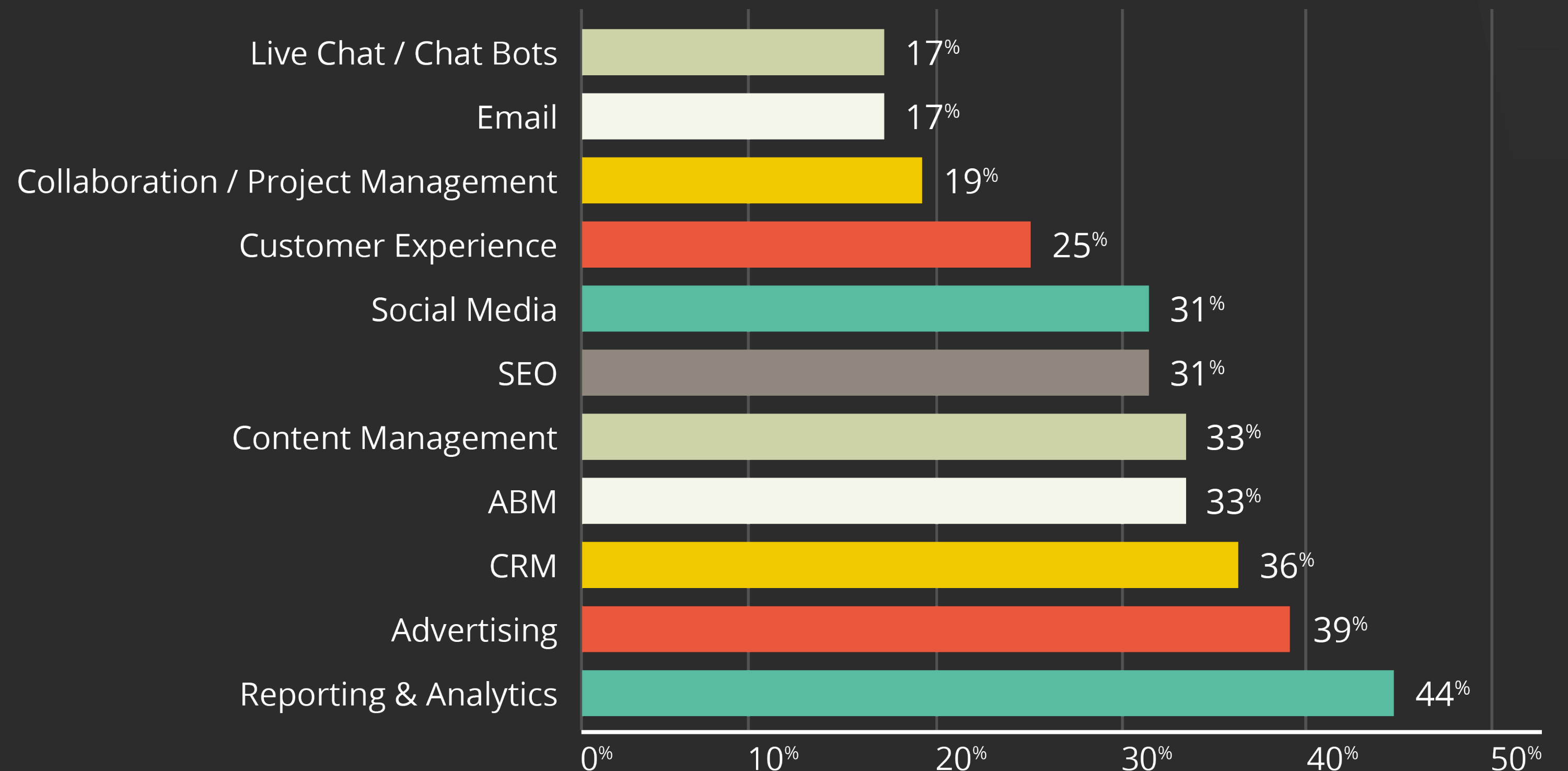
MORE THAN HALF OF B2B TECH MARKETERS ARE PLANNING ON INCREASING INVESTMENT IN MARTECH IN 2023

Despite budget cuts, marketers will continue to invest in MarTech in 2023 to automate, support and propel their strategies.

With 36% actively working on measuring the impact of their marketing, there's no wonder why reporting and analytics will receive the most investment in 2023.

It is also unsurprising that advertising tech is second to the top, with more B2B tech organisations looking for brand building opportunities and quick-win lead generation through PPC, search and social ads.

WHICH MARTECH DO YOU PLAN TO INVEST MORE IN?



BRAND MARKETING

63% OF B2B TECH MARKETERS INCREASED THEIR INVESTMENT IN BRAND MARKETING IN 2022

IN 2022, THREE QUARTERS OF B2B TECH MARKETERS SAW A CORRELATION BETWEEN INVESTMENT IN BRAND AND BUSINESS GROWTH

39% OF B2B TECH MARKETERS WILL INCREASE THEIR INVESTMENT IN BRAND MARKETING IN 2023, AND 42% ARE CONSIDERING IT

“The biggest problem most B2B brands face is their target audience doesn’t know they exist. If you only spend on performance marketing it's a race to the bottom, and you'll never truly move the needle in the wider category. This is why the shift to spending more on brand is growing year over year.

“However, the biggest challenge ahead for marketers looking to spend on brand building is convincing the CEO and CFO to not measure it based on ROI but on the problem we are trying to solve - do more people know we exist? Save ROI for your performance marketing, but this is a tricky proposition in the wider economic market. My tip? Drop the word ‘brand’ and figure out how to break down concepts the wider C-Suite have long turned their noses up at into real business value.”

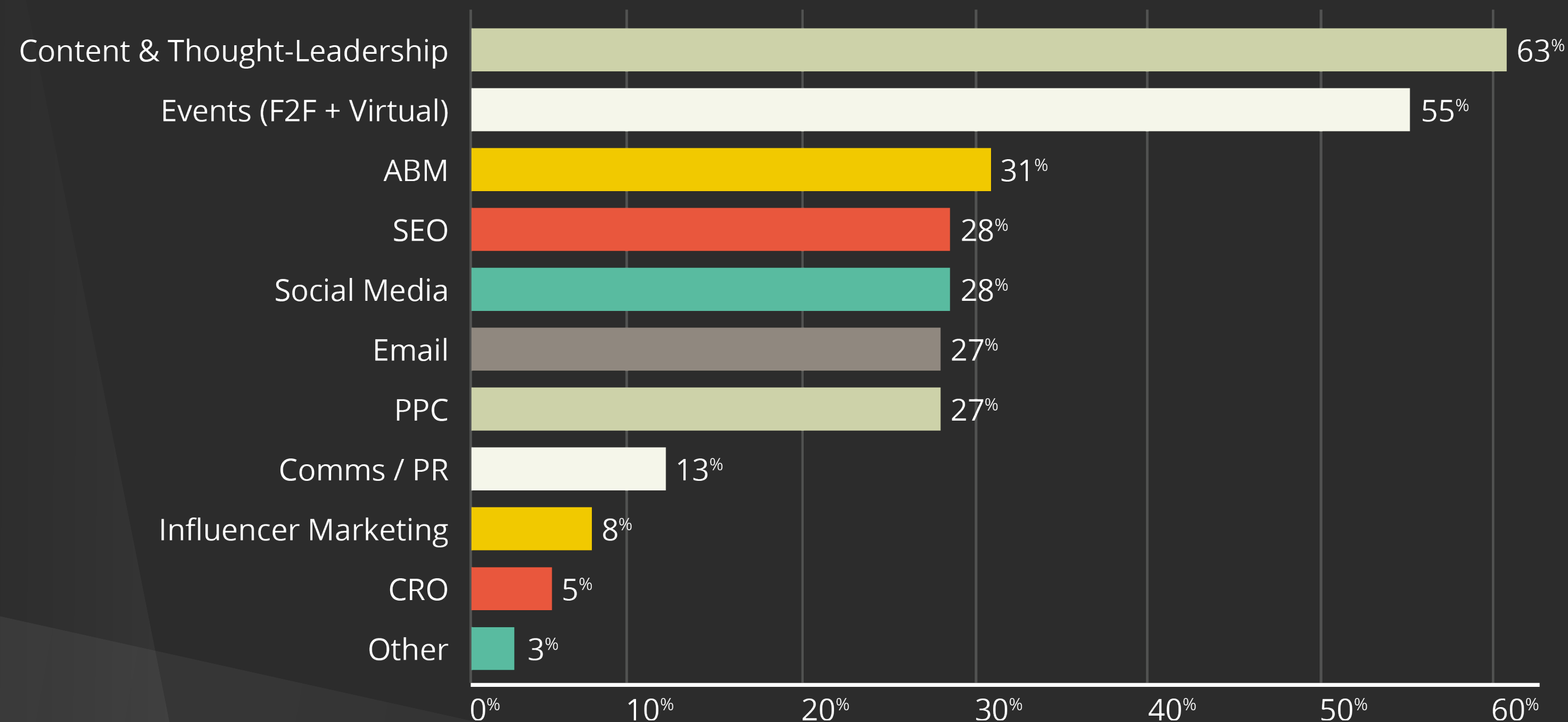
Tom Furr
CMO
DISCO



CHANNELS

CONTENT AND EVENTS ARE THE MOST IMPORTANT CHANNELS IN B2B TECH MARKETING STRATEGIES FOR 2023

WHICH CHANNELS/STRATEGIES ARE MOST IMPORTANT IN YOUR 2023 MARKETING STRATEGY? (PICK TOP THREE)



With such a skew towards content and events, it seems most B2B tech marketers are on the same page about which channels they need to work with most in 2023.

Content and thought-leadership, as well as events, are once again a go-to channel for B2B marketers who know that offering value is the best way to generate demand for a B2B product.

It's interesting to see ABM fall quite sharply behind after trending so much for the past two years.

CHALLENGES

THE BIGGEST CHALLENGE FOR B2B TECH MARKETERS AHEAD OF 2023 IS 'MAINTAINING GROWTH WITHIN AN UNCERTAIN ECONOMY', FOLLOWED BY 'KNOWING WHERE TO FOCUS AND INVEST RESOURCES'

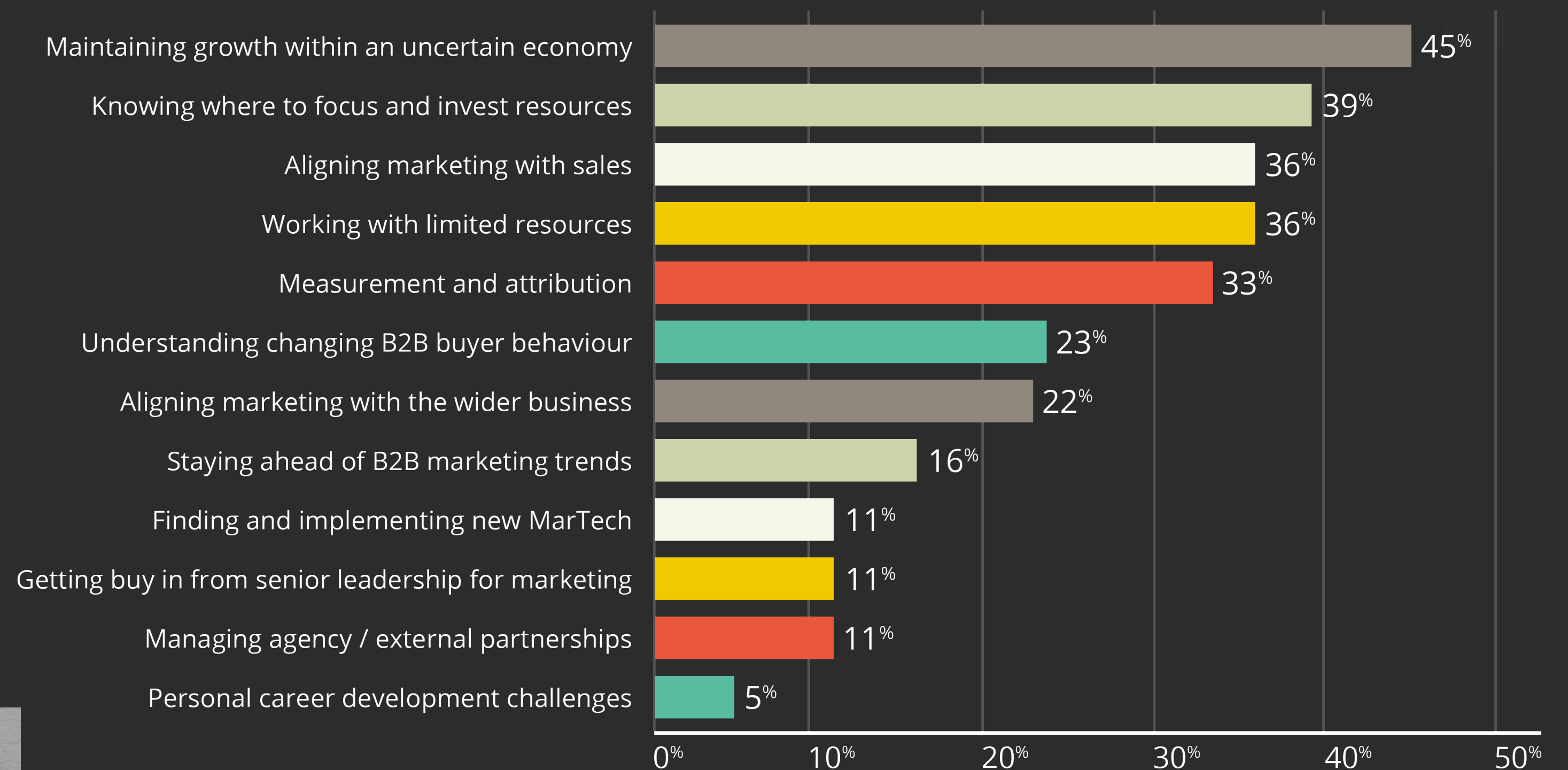
"It's no secret that we're entering tougher economic times. In the technology industry, we are seeing this hit home with the recent layoffs and funding evaluations. As a result, money is no longer flowing to inefficient companies, and both public and private investors are favouring companies with good unit economics.

"The challenge for marketing teams is efficiency and better understanding of the metrics that drive it. This is being mandated at a board level today and has to be front of mind for marketers in 2023, as well as knowing where to focus resources. As Jason Lemkin says: you can cut your way to solvency and you can cut your way to fight another day, so do that if you need to. But you can't cut your way to growth."

Carol Howley
CMO
Exclaimer



WHAT ARE YOUR BIGGEST CHALLENGES HEADED INTO 2023? (PICK THREE)





If you're a B2B tech / SaaS marketer, come join FINITE, our private, global community. We deliver content and events about current trends and challenges in our industry to help members connect, share, learn and grow.

Head to finite.community/membership to join.

Thank you to Clarity for continued support as a FINITE community partner.

