

Your Lucky 13 For Halloween

The B2B marketing landscape is a scary space. Enormous amounts of money and effort are being wasted on tactics that don't get results.

Marketing doesn't have to give you nightmares – there is an easier, more effective way. Read below to discover six frightening facts about modern marketing, plus seven tricks for survival in the modern marketplace.

6 Frightening Facts About Modern Marketing...



1.

90% of B2B buyers say they never respond to cold outreach.

(Harvard Business Review)

2.

Up to 17 people can now influence an enterprise B2B purchase – a 70% increase from 2011.

(IDG Enterprise Marketing, "Role & Influence of the Technology Decision-Maker - 2014")



3.

Online buyers go through about 57% of the buying cycle on their own without talking to a salesperson.

(Executive Board)



4.

A whopping 84% of people ages 25 to 34 have run screaming from a favorite website because of intrusive advertising.

(Voltier Digital)



5.

75% of search engine users never scroll past the first page of search results.

(HubSpot)



6.

The average email list deteriorates 22.5% per year.

(HubSpot)



...Plus 7 Tricks For Marketing Survival

1.

54% more leads are generated by inbound tactics than by traditional paid marketing. (HubSpot)

2.

Companies save an average of \$20,000 per year by investing more in inbound marketing than outbound marketing. (HubSpot)

3.



B2B companies that blog generate 67% more leads per month than those that don't. (HubSpot)

4.

Inbound leads cost 60% less than outbound leads. (Search Engine Journal)

5.

75% of likely buyers use social media in the purchase process. (IDC)



6.



80% of business decision-makers favor getting brand information via an article series rather than an ad. (Content Marketing Institute)

7.

Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads. (Salesforce)

Stop sending your marketing dollars off to die.

Get started today with a free 30-minute inbound marketing action plan from the experts at Square 2 Marketing to breathe life into your marketing and get better, faster results.

Revive Your Marketing From The Dead



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