UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

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***Different tools b to b marketers use TO ENGAGE CUSTOMERS :***

*The right B2B marketing tools and platforms can help you run your campaigns more efficiently. Not just that, These tools can also provide useful insights about your target audience, your customers, and the market to help make your campaigns more effective.*

*B2B marketing tools are essentially platforms that can help with different forms of marketing online.*

*Now we discuss the important B2B marketing tools, let’s take a look at the best ones for 2020.*

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*The Ultimate List of B2B Marketing Tools and Platforms*

***Tool #1: Finteza***

***Tool #2: Ahrefs***

***Tool #3: BuzzSumo***

***Tool #4: Global Database***

***Tool #5: Buffer***

***Tool #6: Salesforce***

***Tool #7: GetResponse***

***Tool #8: Clearbit***

***CHALLENGES WITH B TO B SOCIAL MEDIA MARKETING IN***

***PAKISTAN :***

*1\_* ***Maintaining Data Integrity.***

*2\_* ***Integrating CRM with Social Media.***

*3\_* ***Aligning Sales And Marketing.***

*4\_* ***Adherino GDPR.***

*5\_* ***The Rise of Account Based Marketing.***

*6\_* ***Measuring Marketing ROI.***

*7\_* ***Identifying Audience & Attributing Revenue.***

*8\_* ***Multiple Points Of Contact.***

*9\_* ***Scaling The Right Audience.***

*10\_* ***Measuring Success.***

***How It IS Different From Developed Countries:***

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| ***Pakistan.*** | ***Developed Countries.*** |
| *These are some techniqual point which Pakistan have to face in B 2 B marketing using social media. Although there is a huge problem is social media marketing in Pakistan is that there could only be a limited audience can be targeted because only the youth social media for such purposes. And there is also a fact that a huge number of people cannot understand English properly. So the advertisement is not understand by them in such a manner. Also internet and internet devices are expensive in Pakistan which are not is the acess of every person.* | *In developed countries where more facilities are available social media marketing is more effective because there literacy rate is much higher and almost even a little baby have a personal internet devicee. Including this they also have the facility of cheap internet and even in some countries free wifi services also available. All these things makes more people aware of the product and a large audience is targeted.* |